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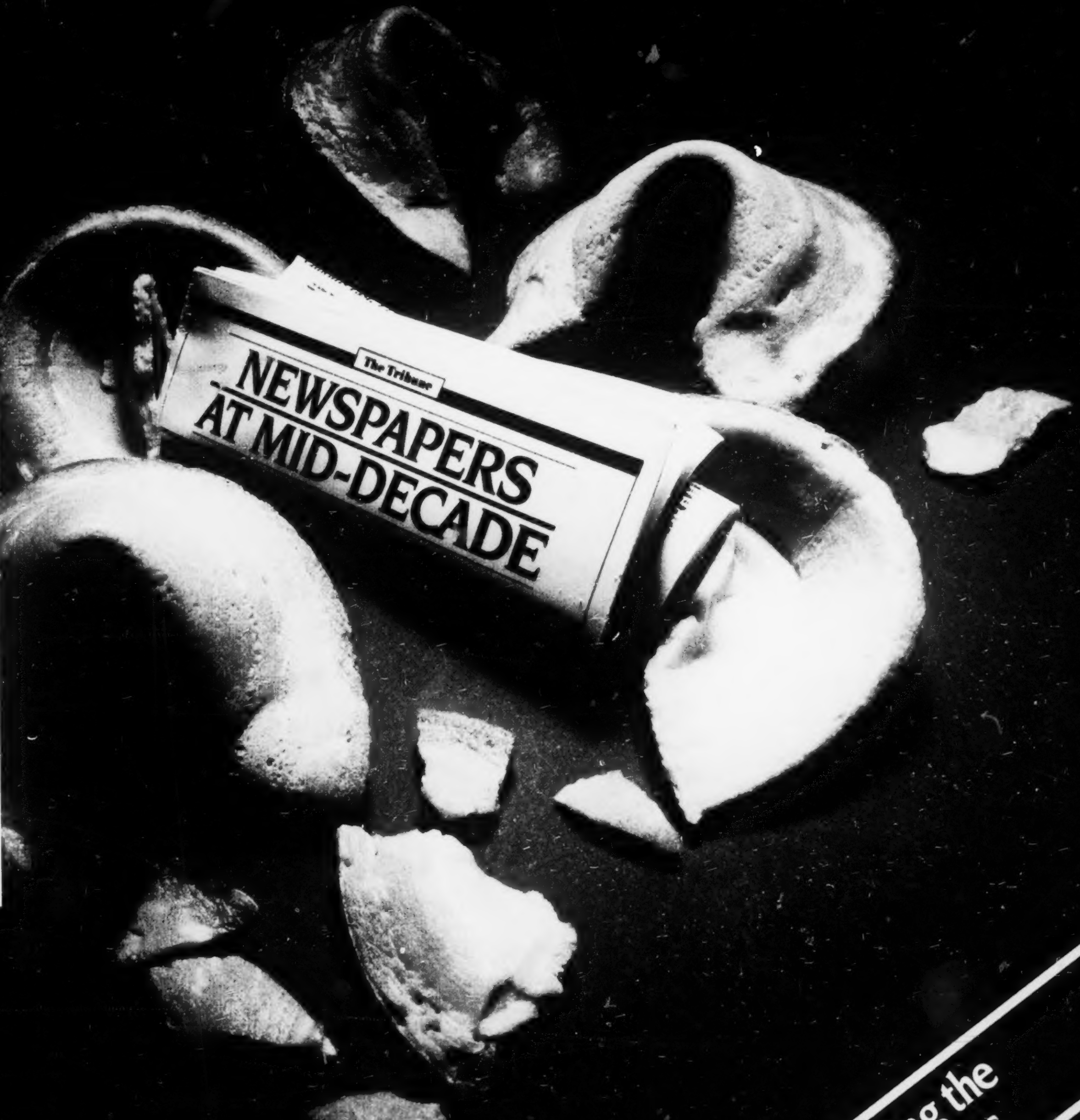
The Tribune
NEWSPAPERS AT MID-DECADE

Forecasting the Next 5 Years

USA YESTERDAY:

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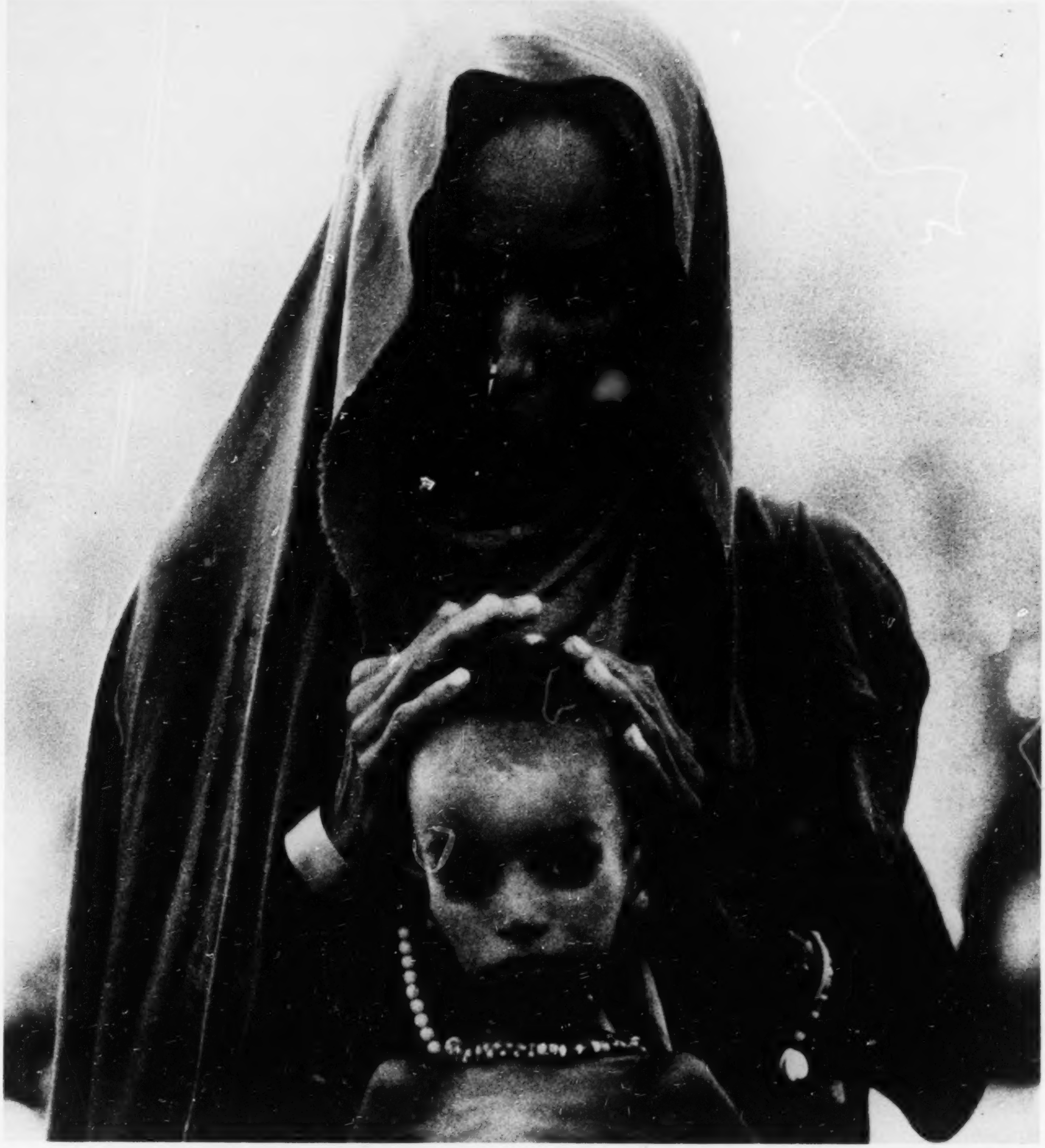

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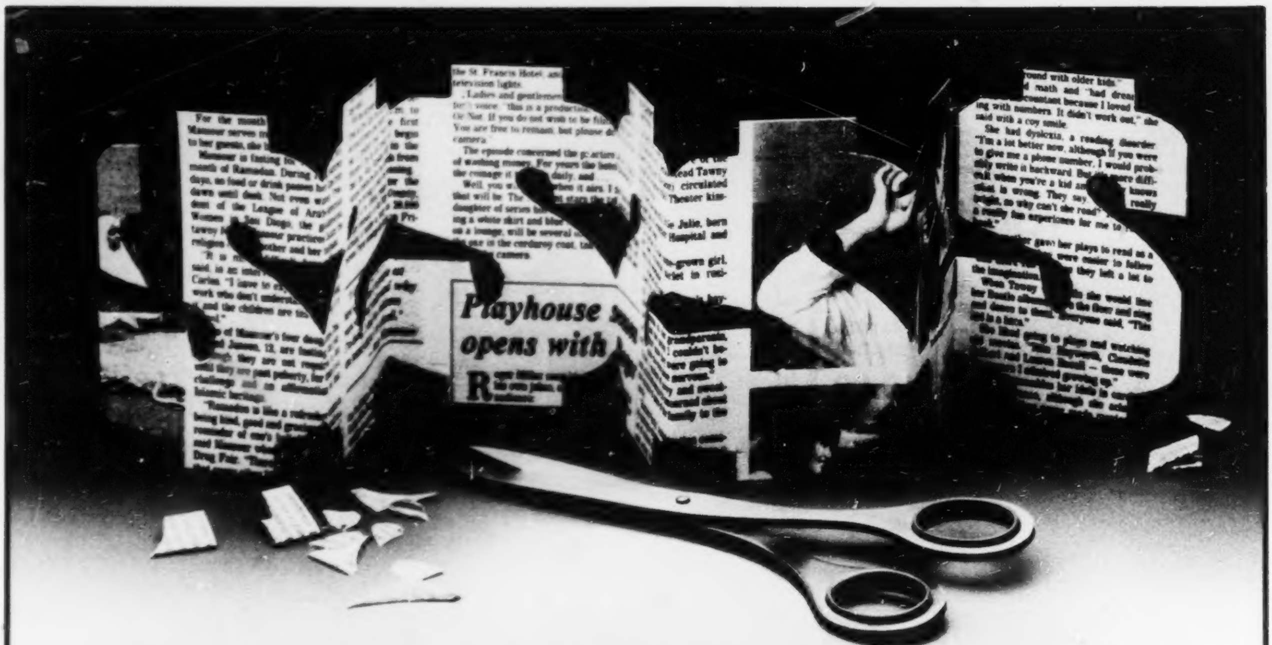

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Special Report

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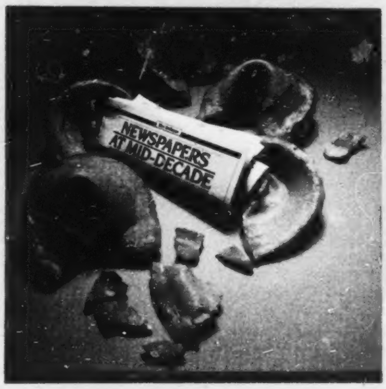

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CHAIRMAN'S CORNER

Mutual's libel insurance program has earned newspapers' support

Most ANPA members are well aware of the potentially negative results that can stem from libel and other related lawsuits. The increasing caseload, escalating defense costs and what appears sometimes to be an "anti-press" environment have created a climate of uncertainty that could undermine our free press and expose publishers to crippling financial losses.

The need for effective libel insurance never has been clearer.

Most of us can remember when the insurance packages being offered newspapers left much to be desired. In fact, it wasn't until 1963, when Mutual Insurance Co. Ltd. entered the libel field, that we had the type of insurance protection we sought. At the suggestion of ANPA members, MIC began offering broader coverage than was then available in the regular commercial market.

MIC's entry into this field was followed by marked improvements in the commercial markets so that all newspapers—whether or not insured by MIC—benefited from this willingness to provide broad-coverage, reasonably priced, libel insurance for ANPA-member newspapers.

The MIC program left control of the disposition of claims substantially in the hands of publishers. And it placed overall administration in the hands of people well-informed about the needs of a free press and totally committed to the newspaper business.

Richard J. V. Johnson

Over the years, the Newspaper Insurance Advisory Group, a free-standing organization of newspaper people, has worked quietly and effectively to assist MIC on behalf of the more than 700 newspapers participating in the libel program.

Under policies issued during the past 12 years alone, MIC has paid losses of nearly $33 million with more than 2,000 reported cases still open. Defense costs accounted for nearly 80 percent of the losses paid.

As a result, MIC's management recently was obliged to increase the price of this insurance and to provide for a greater participation by insureds in the payment of defense costs. Some of you may find these changes burdensome, and others may feel it necessary to seek less-broad coverage from other sources at a lower cost. However, MIC is committed to continue the broad-coverage libel insurance program developed at the request of and for ANPA members.

I urge the membership to continue participation in the program. Mutual Insurance was there when no one else was; it is constantly evolving its coverage and enhancing its administration; and it will be there at fair rates in the future, I believe. But it's up to us to help assure that.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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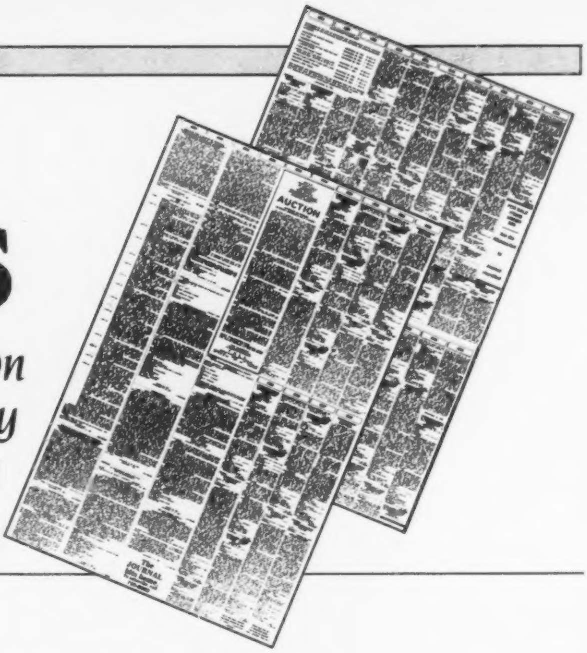
PUTTING THE PUBLIC ON NOTICE



Legal Ads

"Legals" mean income and information for newspapers and their readers. They also can be a source of strife, especially if politicians want to cut them.

BY MARGARET GENOVESE
presstime staff writer

Here is an election story with a different twist. In North Dakota's 53 counties, newspapers every four years are "candidates" in a public vote to decide which will be "official" newspapers to carry legal advertising.

Eugene G. Carr, executive vice president of the North Dakota Newspaper Association, says the contests—held in nonpresidential election years—sometimes result in newspapers' running their own "vote-for-me" ads.

North Dakota is the only state known to hold such elections. But the situation there illustrates the lengths to which some newspapers must go to be the repository of official notices about such things as municipal elections, estate settlements and upcoming public hearings.

Besides serving as a source of revenue, legal advertising enhances a paper's reputation as a comprehensive source of information.

"Legals" also have a steady readership. J. LeRoy Yorgason, executive secretary/manager of the Wisconsin Newspaper Association, likens legal ads to newspaper crossword puzzles. "Not everybody reads them, but they are there for the people who really want them."

In addition to competing among themselves, newspapers frequently must battle public officials who want to reduce or eliminate legal advertising.

And some critics charge that newspapers generally do not fight hard enough in that arena. One reason may be that some state laws dictate rates for legal ads, and newspapers can actually lose money publishing them.

Long history. Legals—also sometimes called "public notices"—have their roots in antiquity. By one account, they date back to shortly after the invention of paper in China and the Peking Gazette. Another says they are as old as the first English-language paper, the Oxford Gazette, established in England in 1665 to transmit orders of the king to his court.

Today, legal advertising essentially consists of ads that must be placed pursuant to law or court order. Governmental bodies at all levels and even private parties have to comply with legal advertising requirements.

There are no statistics kept on the volume of legal ads placed in U.S. newspapers. The Newspaper Advertising Bureau, which tracks ad expenditures in dailies, lumps legals in a miscellaneous category under classified advertising.

However, the amount surely is "many millions," estimates Robert E. Work, publisher of The Los Angeles Daily Journal, a newspaper that emphasizes court and business news and that runs a high volume of legals. Expenditures total about $20 million in California alone, Work believes.

According to the Inland Daily Press Association's annual study of newspapers' costs and revenues, legal advertising is not a major source of dailies' income. The study combines legal advertising with "reader" classifieds, those placed by individuals rather than businesses. In the 1983 study, this category accounted for only .5 percent of total revenue for dailies with circulations of more than 100,000. For the smallest circulation group—3,400 to 6,000 circulation—it was 2.5 percent.

For weeklies, however, it is higher. William F. Childress, executive secretary of the West Virginia Press Association, recently polled half a dozen small-to medium-sized weeklies in that state and found that legal ads contributed up to 8.1 percent of total revenues.

Some newspapers receive even more than that. About 25 percent of revenue of the Greene County (Ala.) Democrat, a 2,000-circulation weekly, is derived from legals. And many of the court and commercial newspapers in metropolitan areas, such as The Los Angeles Daily Journal, rely heavily on legal advertising.

Threat to legals. Despite the fact that legals generally are not a big money-maker, newspaper associations are sensitive to government efforts to reduce legal-ad expenditures. "Governments and their organizations are becoming more and more active" in this area, says David R. West, executive director of the Illinois Press Association.

Public officials usually cite budgetary reasons for curbing the column inches. Some observers are skeptical, however.

"That's the excuse they use. We say it's a cover-up," says Ben Blackstock, executive vice president of the Oklahoma Press Association. His organization recently complained to the state auditor when it discovered some county governments were summarizing expenditures in their monthly published financial reports.

Some newspaper associations have responded to officials' economics-based rationale by pointing out that legal-ad expenditures are miniscule in relation to total government expenditures. They also contend that legals contain valuable public information.

The New Jersey Press Association, arguing against a bill to allow summaries of municipal ordinances, emphasized the negative public-information implications. "Ordinances are complicated things," and the proposed new format "just doesn't tell you enough," says NJPA General Manager Edwin Tucker, himself a former mayor.

The association also contended that under the bill, some bureaucrat would be responsible for "interpreting" ordinances. The measure is pending in a committee in the New Jersey Legislature.

Some governments have alleged low readership in support of cutting back their legal ads. But there is an arsenal of statistics to counteract that claim.

The Minnesota Newspaper Association compiled results of about a half dozen different readership studies which show legals are read at least occasionally by high percentages of readers.

A study MNA commissioned in 1981 found that among five categories of legals, city council and school board minutes ranked highest in readership, scoring 67 percent among readers in non-metropolitan areas.

MNA also found readership for all legals was higher in non-metropolitan areas than in the state as a whole.

The association presented these and other data to the state legislature in debate on a comprehensive public notice reform bill that was enacted last year. The 55-page measure, drafted by MNA, was designed primarily to bring more uniformity and clarity to the hodgepodge of laws dealing with public notice.

According to MNA Manager Linda I. Falkman, the bill was a major initiative by her organization. "There is not much sex appeal in a public notice reform bill," she says. "It was a big effort for us."

Despite such efforts, Work of The Los Angeles Daily Journal questions whether the newspaper business is doing all it can to combat legal-ad erosion. He says newspapers are becoming "so wrapped up in the big bucks, bottom line, total market coverage, inserts and supermarket advertising that they don't get very excited about abdicating the role of reporter of official information."

For instance, he charges that the Star-News of Pasadena, Calif.—fearing image problems by advocating something that would benefit it financially—did "very little" to stir opposition to a legal-ad-related question on the November ballot. The question, Proposition CC, was whether the city charter should be changed to allow summaries of ordinances instead of full texts. The measure passed.

Richard E. Marshall, advertising manager of the Star-News, denies Work's charge. He says his newspaper—which gets only about $6,000 a year from city-placed legal notices—"took a strong position" to preserve full-text publication. Newspaper officials testified before the city council early in the formulation of the proposal, Marshall says, and the newspaper editorialized against Proposition CC.

"I'm not sure what else Mr. Work would have us do," Marshall says.

Work also charges that newspapers "sat on their hands" several years ago when California stopped using papers in the state's three largest cities to post regulations promulgated by state administrative bodies and started running them instead in a state-government register with circulation of 250.

Qualifying to carry legals. For some papers, the question of preserving legal-ad volume is moot because they are not officially recognized as newspapers for purposes of running the notices.

Qualifications vary among states. Basically, legislatures establish tests to ensure that legal advertisements will appear in publications that have permanence and acceptance in their markets, explains West of the Illinois Press Association.

According to West, a majority of states restrict legals to paid-circulation publications, and some require a certain percentage of news content.

In addition, many states require the newspaper to have a second-class postal permit—which in itself demands that a publication meet regulations involving paid circulation and percentage of news content. The second-class permit is a hurdle that immediately disqualifies all free-circulation publications except those that meet "requester" provisions of the class. Those provisions, in part, allow some free-circulation newspapers to receive second-class privileges if they show that more than half the recipients of the publication have *requested* it.

But free-circulation publications are attempting to expand the various state definitions to include them. Those efforts, strongly opposed by some state newspaper associations, have been successful in at least two instances.

- In 1977, over objections of the North Carolina Press Association, the state legislature lifted paid-circulation requirements in two North Carolina counties.
- In 1980, the Minnesota Legislature enacted a bill allowing free-circulation newspapers to become eligible to carry legals [presstime, May 1980, p. 41]. The measure was supported by the Minnesota Newspaper Association, which subsequently changed its own rules to allow free-circulation papers to become MNA members. "Free-circulation newspapers (are) serving their communities and are just as good in their journalism as other newspapers," MNA said at the time. "If we're trying to get legals to the people they're to serve, we feel such a move is justified."

Questions on eligibility also have landed in court. Gulf Coast Media

Smith (left), discusses legals with Melvin A. Harkavy of Scripps-Howard's Southern California Publishing Co.

Inc., a group of four non-daily newspapers in Baldwin County, Ala., recently took Mobile Press Register Inc. to court, challenging the eligibility of the Baldwin People, a weekly insert in the Mobile Register (morning) and the Mobile Press (afternoon), to carry Baldwin County legals. A Baldwin County Circuit Court judge held that the dailies' Baldwin edition meets the requirements in state law for carrying legals in that county. Gulf Coast Media has appealed the decision to the Alabama Supreme Court.

Best bulletin board. Sometimes, despite all the measures to ensure that legals efficiently reach the public, the ads still do not get maximum exposure. Michael D. Smith, general manager of an ad rep firm for legals called the California Newspaper Service Bureau, says people who place the ads frequently "pick a newspaper that is conveniently located to them rather than pick a newspaper that reaches the people that are affected by the content of the notice."

The bureau was established 50 years ago by a group of California publishers to help legal advertisers select the best newspaper for their ads. It now represents 115 daily and weekly papers in the state.

The organization also has been active in advocating improvement of the appearance of legal ads, an undertaking Smith believes is needed for many public notices. He says his suggestions for better display have met with little success, although the bureau was instrumental in having the California Transit Authority include maps in ads announcing public hearings on highway routes.

One reason advertisers balk at improving the look of their messages, according to Smith, is because they do not want to "stir up a lot of activity" with their legals. There is "little incentive to do a really first-rate job of presenting the message," he says.

The appearance issue was addressed by Minnesota last year when it included in its public notice reform bill authority for local governments to use display ads and graphics such as pie charts for their legals.

Minnesota Jan. 1 became the latest addition to what press association managers say is a growing list of states, 32 currently, that allow newspapers to set their own rates for legal advertising.

Before this year, Minnesota's legislatively set legal-ad rate was 27 cents a line, well below many newspapers' regular rates. Consequently, says MNA Manager Falkman, several large newspapers in the state "don't even carry legals because they would lose so much money on it."

The new Minnesota law will allow newspapers eventually to impose their lowest rates charged commercial classified advertisers. To cushion the blow to governments, newspapers will be limited to increases of 10 percent annually, beginning this year, until the rate reaches the commercial level.

At any rate, legal advertising is a commodity that newspapers need to fight to retain and increase, say its advocates.

"It's the responsibility of the newspaper to deliver that kind of information to the reader. When it ceases to do that, it loses part of its reason to exist," says Los Angeles' Work.

"Legal advertising is not patronage or political pap," Work adds. "It's no gravy train." ☐

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Antitrust Actions

At least 15 lawsuits in the last few years have focused on newspapers' total-market-coverage products

BY GEORGE FREEMAN

The scenario has become commonplace: An advertiser threatens a newspaper publisher that unless the paper can distribute the advertiser's message to all households within an area, the advertiser will find an alternative—most likely, shared mail or the local shopper.

The publisher, wary of competition from the shopper, uses the advertiser's request as a catalyst to develop an addition to his newspaper designed to keep the advertiser from defecting to the shopper. That addition is a total-market-coverage product.

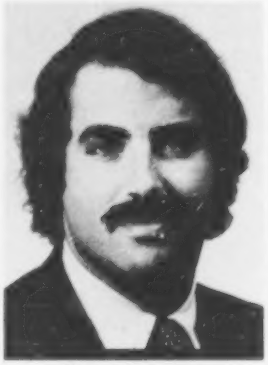
Because added costs for this additional distribution will be quite low, the publisher charges little for space (or inserts), offering bargain add-on rates to clients already advertising in the daily.

The shopper finds competition tougher than it used to be. It is at about this time that the shopper realizes that its biggest asset may be an antitrust lawsuit against the publisher.

The central issue in such a lawsuit—and there have been at least 15 filed within the last few years—is whether the publisher began his TMC product for legitimate business reasons or for the purpose of hurting, or even destroying, the competitive shopper.

Our free-enterprise system allows aggressive business competition, but if the newspaper publisher's competitive urge is motivated by an overzealous instinct to help himself by hurting others, it may well be viewed by a court as anti-competitive and a violation of federal and state antitrust laws. Such conduct is said to have a predatory purpose: destroying competition.

Differences between these two competitive modes are, of course, difficult to identify. Yet the outcome of an ensuing lawsuit will depend on the court's conclusion about which purpose the publisher had. To make that difficult and often unfathomable distinction, the judicial process sanctions discovery into a huge volume of the newspaper publisher's files and testimony of a long roster of the publisher's employees—all at an exorbitant cost of both time and money.



George Freeman

How, then, should newspapers guard against such adverse consequences? How can they come to understand the distinctions made by courts in determining whether the publisher runs afoul of the antitrust laws?

Generally, the court will examine the newspaper publisher's behavior in two ways. One is by means of traditional economic theory. The problem with this approach is that typical antitrust analysis does not easily fit the fact situations presented by TMC products.

In the absence of clear answers on these issues, courts and juries often fall back on a second way to judge: an impressionistic reaction to the evidence to decide which party is the good guy and which the bad.

The difficulty in applying traditional economic theory is apparent even in trying to determine a proper market definition. What is the market in which a TMC product operates? Does it include only print advertising or all sorts of other media such as television, radio, billboards, yellow pages and even shared mail?

Equally elusive in these cases is the fundamental question of defining the product to be analyzed. Traditional antitrust analysis says that a monopolist whose costs exceed revenues from a given product is probably guilty of predatory behavior. But is the product in a TMC case only the extra copies distributed to non-subscribers, or is it the entire publication going to subscribers and non-subscribers on a daily (or weekly) basis?

If courts hold that TMC coverage should be looked at separately, it will be harder for newspapers to prove that the product is profitable.

Finally, what costs should be analyzed to determine whether the product is being sold below cost?

Recent economic theory suggests that the "true" cost of a TMC product is marginal cost—that is, the incremental cost of producing the extra copies. However, some courts seem to think that average total costs, including a proportionate share of overhead expenses, are the proper test of whether the monopolist publisher is profitable or predatory.

Of course, if the market in question is considered by the court to include non-print entities, newspapers generally won't be found monopolists and, therefore, will not be subject to a cost test.

Currently, there are no final answers to these questions, but recent court decisions are quite promising. They tend to show that courts are growing increasingly familiar with the wide variety of competition facing newspapers. The decisions are taking into consideration the practical concerns of the newspaper publisher's marketplace: the needs of readers and advertisers.

Advantage Publications v. *The Daily Press, Inc.* is, at age one year, the granddaddy of TMC lawsuits. (See story, next page.) As is common in these cases, the first test for the Newport News, Va., newspaper company was the plaintiff shopper's motion for a preliminary injunction against TMC efforts. The court preliminarily enjoined distribution of The Daily Press's TMC, finding that the publisher not only intended to drive the shopper out of business but had succeeded.

The court rejected marginal-cost analysis and held that the TMC was priced below its allocated share of the publisher's total costs. Evidence of inflammatory remarks by Daily Press sales personnel and rebates given by The Daily Press to advertisers who had advertised with the news-

---

Freeman is an attorney of The New York Times Co.

paper's shopper helped convince the court that The Daily Press meant to drive the shopper out of the market.

Later, after trial, a jury found The Daily Press liable for attempted monopolization. However, because of incomplete proof of damages, the plaintiff was awarded only $3 [$1 trebled].

More recent decisions provide more guidance and more promise for newspapers. In *Yuba City Herald Publishing Co., Inc.* v. *Freedom Newspapers, Inc.*, a court denied the plaintiff shopper's motion for a preliminary injunction after finding that advertising in defendant's newspaper and extra shopper were two segments of a single product.

In *Sales and Advertising Promotion, Inc.,* v. *Donrey, Inc.*, the court's decision favorable to the defendant newspaper hinged on its definition of an "ill-defined submarket consisting of local newspaper display advertising, local radio, billboards, zone direct mail, etc." According to the court, the plaintiff shopper's failure to prove that the defendant monopolized any relevant market made it unnecessary for the court to determine whether the defendant's harsh rhetoric towards the shopper and its pricing were predatory.

The court in *Donrey* noted incidentally that the defendant's $1 pick-up advertising rate for its TMC product seemed reasonable because the cost of publishing a pick-up ad "is in the truest sense of the word 'incremental.' " Following this marginal cost analysis, the court concluded that the cost of publishing pick-up ads did not exceed revenue.

The court also found that Donrey's TMC program "required no new capital expenditure and no increase in staff" and "was a normal competitive response to plaintiff's TMC shopper publication." The court noted that 75 percent of newspapers in the United States have free-distribution papers, or TMC programs, to compete with shoppers and provide market saturation. This favorable decision is particularly noteworthy in light of numerous memos submitted in evidence that made clear Donrey's hopes to cripple the competitive shopper.

Finally, in *RFD Publications, Inc.* v. *Oregonian Publishing Co.*, TMC advertising was held not to be a separate product from advertising distributed to the newspaper's subscribers. The court was persuaded that the only thing distinguishing the Oregonian's TMC product "Foodday" from the daily newspaper was " 'additional penetration'—the inclusion of non-subscribers among the readers." The court concluded that "Foodday" was not a product to be analyzed alone.

If these decisions are an indication that courts will continue to consider the profitability of the newspaper TMC product as a whole, shoppers will have a very difficult time proving predatory pricing, even if they succeed in showing that the publisher was dominant in the relevant market.

Evidence on these economic matters can be quite confusing. Thus, courts and juries, grasping for a handle on which to decide a case, often ignore these analyses in favor of a "good guy-bad guy" judgment.

Economics aside, they ask, why did the newspaper begin a TMC product? Was it to destroy the poor shopper? Or is the shopper simply using the courts instead of the marketplace because it cannot compete successfully?

Juries often find it easier to answer questions like these because the answers may be based on anecdotal evidence rather than complex economic theories. Evidence usually comes from the newspaper publisher's files, internal memos, bonus plans and sales-conference materials.

It cannot be stressed enough that publishers and their employees should write all such materials defensively, with the antitrust laws firmly in mind. A smoking gun can ruin a publisher's case, even if the newspaper's motives were legitimately competitive. ☐

Two recent cases in point

Here are two recent manifestations of the surge of activity in antitrust litigation involving newspapers:

- One daily newspaper in Little Rock, Ark., sued another for alleged federal and state antitrust violations.
- ANPA joined with two other newspaper associations in filing a friend-of-the-court brief in appeals of the jury verdict in an antitrust suit against The Daily Press Inc. of Newport News, Va.

In the Little Rock case, the Arkansas Gazette charged in a complaint filed Dec. 12 in U.S. District Court that the owners of the Arkansas Democrat engaged in an attempt to monopolize the newspaper market there.

The Gazette contended the Democrat's owners have intentionally operated the newspaper at losses—estimated to be $27 million since 1974 when the Democrat was acquired by its current owners—and have subsidized the losses with profits from their other media properties.

It charged the Democrat with selling advertising below costs through a free classified ad program and in its total-market-coverage shopper; with blanketing non-subscribing homes with free copies of the Democrat prior to starting the TMC product; with discrimination in advertising rates; and with making misleading advertising and circulation claims.

And it alleges that from 1975 to at least 1983, a tying arrangement existed in which subscribers to the co-owned Sentinel-Record in Hot Springs, Ark., were required to purchase the Sunday Arkansas Democrat as part of their subscriptions.

Democrat Publisher Walter E. Hussman Jr. said the paper "strongly denies" the allegations. He said the complaints are "basically the same" ones the Gazette took "without success" to the Arkansas attorney general and the Federal Trade Commission [presstime, March 1983, p. 13].

Meanwhile, in their *amici curiae* brief filed in the 4th U.S. Circuit Court of Appeals, ANPA, the Southern Newspaper Publishers Association and the Virginia Press Association took no position on the merits of the appeals in the Newport News case.

Both sides appealed the Dec. 5, 1983, judgment of the U.S. District Court. Daily Press is seeking reversal of the finding of antitrust violations in connection with its TMC shopper program; plaintiff Advantage Publications Inc., which was awarded $1 in damages, is seeking a retrial on the damages issue [presstime, March 1984, p. 31].

The newspaper associations said their purpose in filing the brief was to "assist the court in developing appropriate standards for distinguishing between predation and legitimate, vigorous competition for advertising and readers."

They argued that:

- Prior court decisions should not be used to define the antitrust product market because newspapers' competition for advertising has changed and currently includes the U.S. Postal Service, shoppers, national magazines and broadcasters.
- Newspapers should be able to make product improvements such as TMC programs without antitrust liability.
- TMC programs are not independent products and should not be cost-accounted separately.

They urged the court to render a "narrow decision which will not inhibit newspapers' ability to compete in the changing media marketplace." ☐

NEWSPAPERS AT MID-DECADE

BY JERRY W. FRIEDHEIM

A retrospective of the past five years and a prospective of the rest of the '80s

In January of 1980, presstime previewed the decade then ahead, offering both observations and optimism. Now, at the decade's midpoint, we dedicate a great deal of this issue to a retrospective of the past five years and a prospective of the rest of the '80s—and what these coming years may, or may not, hold for the newspaper business.

As many of the following articles demonstrate, newspapering is a strong, exciting, innovative business. We continue to develop, adapt and utilize the latest production and communications technologies; and even more effective print-quality and distribution evolutions are edging over the horizon.

We continue to stride forward in our human-resource policies and productivity; and we are making especially concerted efforts to improve minority employment programs.

Jerry W. Friedheim

Friedheim is executive vice president and general manager of ANPA, and publisher of presstime.

Our editors and reporters are deeply involved in better understanding and enhancing our credibility with and usefulness to our readers. Our advertising and marketing experts are building on the Standard Advertising Unit system and on total-market-coverage initiatives to give newspaper advertisers more flexible, precise service than ever before.

We have, in fact, accomplished most of the advances we targeted in 1980. Circulation continues to grow; newspaper employment is at its highest point; advertising-revenue increases have averaged more than $1 billion a year; editorial packages are better than ever.

We have met the professional, technical and people challenges of the early-to-mid-'80s, and we have remained nicely competitive in the information-provider marketplace. We have proven our ability to meet fair competition, to fulfill our role in a free society and to stay fiscally sound.

But some of our more formidable challenges for the rest of the '80s aren't necessarily "fair," and aren't from the marketplace, and don't involve people or technology. Such not-quite-equitable challenges usually arise—perhaps inevitably arise—from the judicial, legislative and administrative branches of government, which rather persistently interfere with, shackle and untrack the openness of our society; the robustness of its debate; and the check-and-balancing of government that is demanded of the press by our Constitution.

So, while we continue to surmount our more routine challenges, our later-1980s efforts must be heavily concentrated on restoring a level playing field to the constitutional roles we all fulfill. And what better time for us to focus on this than during the imminent bicentennial anniversaries of both our Constitution and our Bill of Rights!

Fairer market factors within the postal structure can be restored if postal leaders will act promptly on the concerns expressed last month by the Postal Governors, several of whom agree with us that third-class rates are unduly low.

Wiser application of the libel laws can evolve for both the general citizenry and journalists if the society can be helped to realize that huge, punitive awards—and skyrocketing legal costs—are quite susceptible to use by some who seek less a wide-ranging competition of ideas than a

controlled spoonfeeding of what government and special-interest groups want us to know.

Greater access to all sorts of information—access which is the difference between our society and all others—can come if federal, state and local officials and citizens fight for sunshine laws and err always in America on the side of open meetings and open records.

Fairer economic underpinnings for all we do can be achieved if tax, investment and compensation laws are more simple, more neutral and more tolerant of the wisdom of individuals and businesses to make their own decisions without government "guidance."

However, if we newspaper folks are to champion and to help achieve this greater evenhandedness, we must—in our every contact with everyone—be as fair ourselves as is humanly possible.

Sure, we have a right to be wrong; every American does.

We have an obligation to be outspoken; the Constitution mandates it.

We have a responsibility to battle for freedom of speech and of the press; we are the watchdog and sentinel.

And we have a determination to be accurate and credible; we cannot satisfy our role otherwise.

Color photography in this special section by Alan Tepper of ANPA.

But to do all these things successfully, we must demonstrate the wisdom, and the confidence, to be fair—to become regarded by Americans, if we can, as the most firm but fair of all their free institutions.

It's not anyone else's job to tell us how to do this, or to seek to force us into it, or to punish failure. It's our job to try and to succeed.

This is our most difficult, most necessary, most potentially rewarding challenge as we prepare for the 1990s! ☐

An overview

BY BENJAMIN M. COMPAINE

The familiar ink-on-paper newspaper is not ready for a "30." But publishers would be arrogant to think they can sit back, complacent that its life is infinite. Lots of copyists in the scriptorium once thought they had lifetime employment.

I agreed to this assignment because in looking over the article I wrote for **presstime** five years ago, I felt a bit smug that today I can stand behind what I wrote. The prognosticators who saw electronic newspapers—videotex—an imminent threat have had to keep moving ahead their predicted date of its arrival. Cable television has made very minor inroads in local advertising revenues.

Readers of this magazine know that not everything is copacetic in the newspaper publishing business. But most of its problems are those that, if not already facing the business five years ago, were still predictable.

Newsprint prices have continued to head north. Shoppers have proliferated like rabbits. Shared mail is growing, and newspaper-distributed inserts, in an attempt to compete, cannibalize the run-of-paper product. Cable continues to get wrapped around the nation, providing more people than ever the excuse to leave on their television sets a reported seven-plus hours daily. These factors combine to influence the price advertisers are willing to pay for access to the daily newspaper. Advertisers have more options than ever, so even the only newspaper in town does not have *carte blanche* to raise ad rates.

Video disc players bombed, but the video cassette recorder/player has become a popular addition to the family television set. Household penetration reached almost 20 percent by the end of 1984, nearly doubling in one year. Microcomputers, increasingly with modems, are in the homes of many of the most loyal newspaper readers. These readers are also buying millions of copies of computer magazines. All this takes away from the time consumers have available for the daily newspaper—and from the disposable income for purchasing papers. Still, at 25 cents, or even twice that amount, the daily newspaper is a great bargain.

Thus, the problems have not been the expected technology-related ones but the more humdrum ones of good old-fashioned prices and competition.

On the other side of the ledger, some publishers have made the technology work for them. Gannett's USA Today has made a reasonable show of a national newspaper, The New York Times has gone national, and The Wall Street Journal, the pioneer, has continued to expand and prosper. All three have been made possible by communications satellites and their ability to shrink distances, providing speed and saving energy for publishers.

Five years ago I wrote that competition might come from unexpected sources. The newspaper industry was subsequently surprised by at least one potential competitor—AT&T. A crash course in congressional lobbying helped keep AT&T out of electronic publishing, including classified ads, for at least seven years. Still, this should be considered a harbinger of competition from non-traditional sources.

LOOKING AHEAD. What of the next five years? As we have learned, technology casts a long shadow. There is quite a gap between the existence of some technology and its widespread adoption.

The printing press itself is a good example. The Gutenberg press had limited mass impact until it was married with the steam engine centuries later. And the economics of a mass-circulation newspaper was in large measure made possible by the development of cheap paper based on pulp, instead of more expensive rags.

Yet having confidently reiterated that the familiar ink-on-paper newspaper is not ready for a "30," publishers would be arrogant to think they can sit back, complacent that its life is infinite. Lots of copyists in the scriptorium once thought they had lifetime employment.

Clearly, the newspaper business has been losing its market position for decades; the evidence is overwhelming. Advertising market share has edged down. Declining circulation per household shows no sign of leveling off. The result has been consolidation of dailies, such that the survivors can still make a dollar, but the graveyard is filled with those who have passed on. In the last five years alone, such erstwhile stalwarts as The Bulletin of Philadelphia, The Washington Star and the Buffalo Courier-Express joined the missing in action, while many others have merged with siblings.

Electronic distribution of the newspaper's content has been slow to develop. Although Knight-Ridder admits to struggling with its Viewtron videotex service, the trends support a role for something that will bear a resemblance to Viewtron in the foreseeable future. To wit: While the cost of the raw material of newspapers continues to increase, the cost of computer memory and telecommunications hardware continues to decrease. In 1980, a serious personal computer, with a video monitor and 300-baud modem, sold for about $2,500. In 1985, a similar configuration can be had for less than $700.

With the base of PCs created by this price decline, Dow Jones, with its News/Retrieval database, seems to be finding a market which, like The Wall Street Journal, is somewhere between a specialized business service and a consumer mass-market service. The lesson is that if consumers have a computer that they bought to do other things, the incremental cost to them of getting access to electronic information is relatively low.

Therefore, publishers should be watching for two further trends. One is the price of faster 1,200-baud modems. The second is the development of inexpensive add-ons for PCs or television sets that would give them color graphics compatible with videotex standards. Indications are that both will be available and affordable by a mass market by the end of the decade, making the hardware end of videotex less of a barrier.

Other forces and trends that matter to electronic distribution of content include:

- *The continued miniaturization of personal computers.* The old standby that paper was portable and computers "couldn't be taken on the train" vanished with the Radio Shack TRS 80 Model 100 that so many reporters carry around today. Data General has started marketing a truly portable computer with a full 80-character-by-25-line screen. Think of what the implications might be of an inexpensive "read only" version of this machine.
- *Interest and ability of the local telephone companies to install local area data transport systems.* These would make cheap, reliable data transmission possible to households without the necessity of tying up the regular telephone line or installing a second one. The technology exists, but the phone companies aren't sure that a market does, and they are hesitant to make the necessary capital investment, especially because of uncertainties of how the regulators would let them price the service.
- *The "new literacy" of today's youth.* Their parents grew up with television and are one reason why they claim in surveys to get most of their news and information from the tube. They also get much of their diversion from that medium. Publishers of general books have been saved as much as anything by the cheap paperback.

But today's 10-year-olds are growing up not just with the passive tube but with the interactive tube. The television screen, or something that looks like it, is used for entertainment—video games—and in the workplace and school increasingly for information retrieval and manipulation. By the time today's kids reach their maturity, they should be as comfortable with a keyboard and VDT as previous generations have been with the printed page.

With advances in screen resolution and computer-storage media, it is conceivable that having the newspaper published on a computer-readable medium will be a culturally acceptable format sometime in the next decade. That is, presuming that the technology and the economics come together, publishers cannot count on any infatuation with the paper format to keep customers buying their manufactured product. Printing and paper are an artifact.

HOW TO RESPOND. What to do? Nothing drastic.

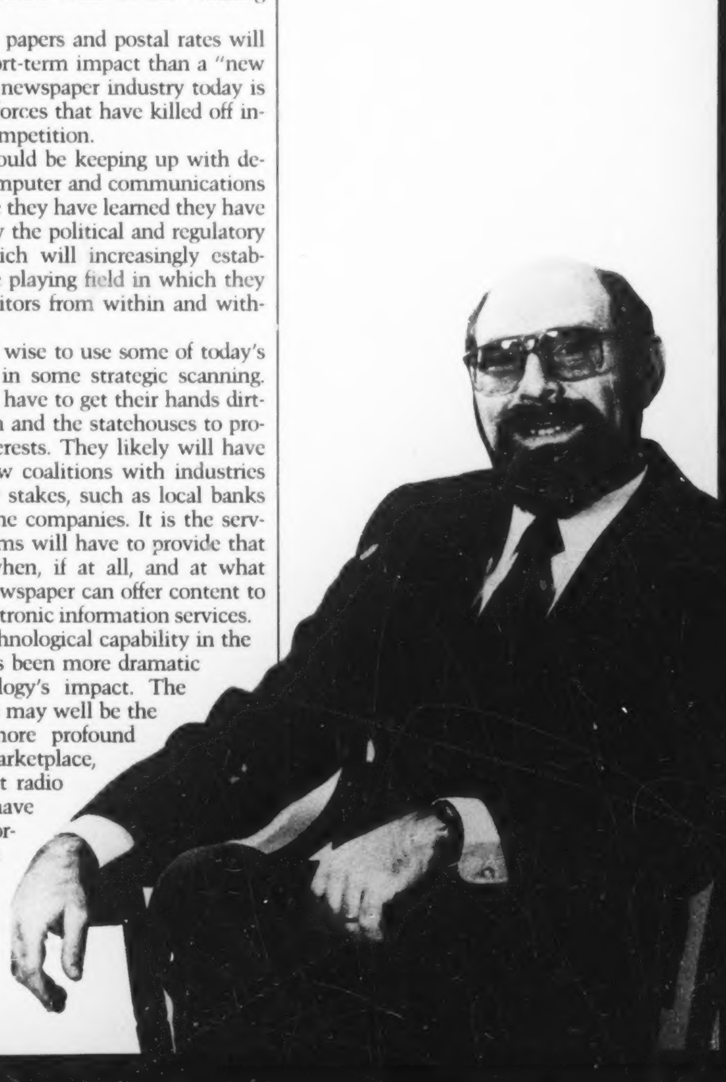
Free-circulation papers and postal rates will have a greater short-term impact than a "new literacy." But the newspaper industry today is a survivor of the forces that have killed off in-city daily paper competition.

Newspapers should be keeping up with developments in computer and communications technology. I hope they have learned they have to monitor closely the political and regulatory environment, which will increasingly establish the tilt of the playing field in which they face their competitors from within and without their industry.

They would be wise to use some of today's profits to engage in some strategic scanning. They are going to have to get their hands dirtied in Washington and the statehouses to protect their self interests. They likely will have to forge some new coalitions with industries that share similar stakes, such as local banks and local telephone companies. It is the services that these firms will have to provide that will determine when, if at all, and at what price, the local newspaper can offer content to subscribers to electronic information services.

The pace of technological capability in the past five years has been more dramatic than the technology's impact. The end of this decade may well be the start of some more profound changes in the marketplace, akin to those that radio and television have triggered. The opportunities are there for the taking for those who start now to position themselves. ☐

Compaine is executive director of the Program of Information Resources Policy at Harvard University, Cambridge, Mass. He is the author or editor of six books, two of which were published in 1984—*Understanding New Media: Trends and Issues in Electronic Distribution of Information*, and *Information Technology and Cultural Change: Toward a New Literacy.*



Technology

One of the amusing curiosities displayed at the entrance to the 1990 ANPA exhibit hall is a blowup of a presstime article written back in 1979 predicting the technology of 1989. Most of the predictions were actually in use by 1983 or '84.

BY WALTER E. MATTSON

Mattson, president and chief operating officer of The New York Times Co., is chairman of the ANPA Technical Committee.

Welcome to the next decade and the 1990 ANPA trade show. Some publishers are trying to figure out why it took decades for their predecessors to agree on a few simple steps that had kept the press alive.

Why, why, *why,* they wonder, did it take so long before there were standard column widths and standard advertising sizes? Why in a satellite era did it take so many years for publishers to work out a system for satellite distribution of advertisements? What delayed quality control over production, so that the same ad, appearing on the same day in papers in Boulder, Boise and Boston, was consistent in its reproduction? What postponed the introduction of standardized rate cards? Why did it take decades before publishers recognized the need for sophisticated market research and audience analysis for their advertisers? Who could have failed to recognize the need for greater market penetration, for more zoning of editions and for what used to be called total market coverage?

"What *really* puzzles me," one of the publishers says, "is this: How come newspapers, which live on advertising, never ran a national campaign of their own against shared or 'Marriage Mail'? We almost went down the drain on that one!"

The publishers shake their heads and resume talking about some of the new products shown by manufacturers and suppliers at that 1990 exposition.

One of the amusing curiosities displayed at the entrance to the exhibit hall in 1990 is a blowup of a presstime article written back in 1979 predicting the technology of 1989. Most of that guy's predictions were actually in use by 1983 or '84. He had talked about VDTs that could be split-screened for fact-checking in electronic morgues by a reporter or editor. Ho-hum. Pagination, satellite ad transmission, classified advertising "set" by the agency and delivered to the paper's computer by phone, strategic employment of voice-recognition computers, an increase in remote plants for zoned editions—most of those were in use in 1984, although pagination wasn't really national until '87 or '88 and wide use of voice recognition computers is still pretty new in 1990.

"Robotics" wasn't a buzzword in 1980, but by the late 1980s robotics had significantly changed the industry. First used in reel rooms and then in what were at that time called "mailrooms," robots replaced the man-machine combination in a variety of tasks involved in assembling the finished product.

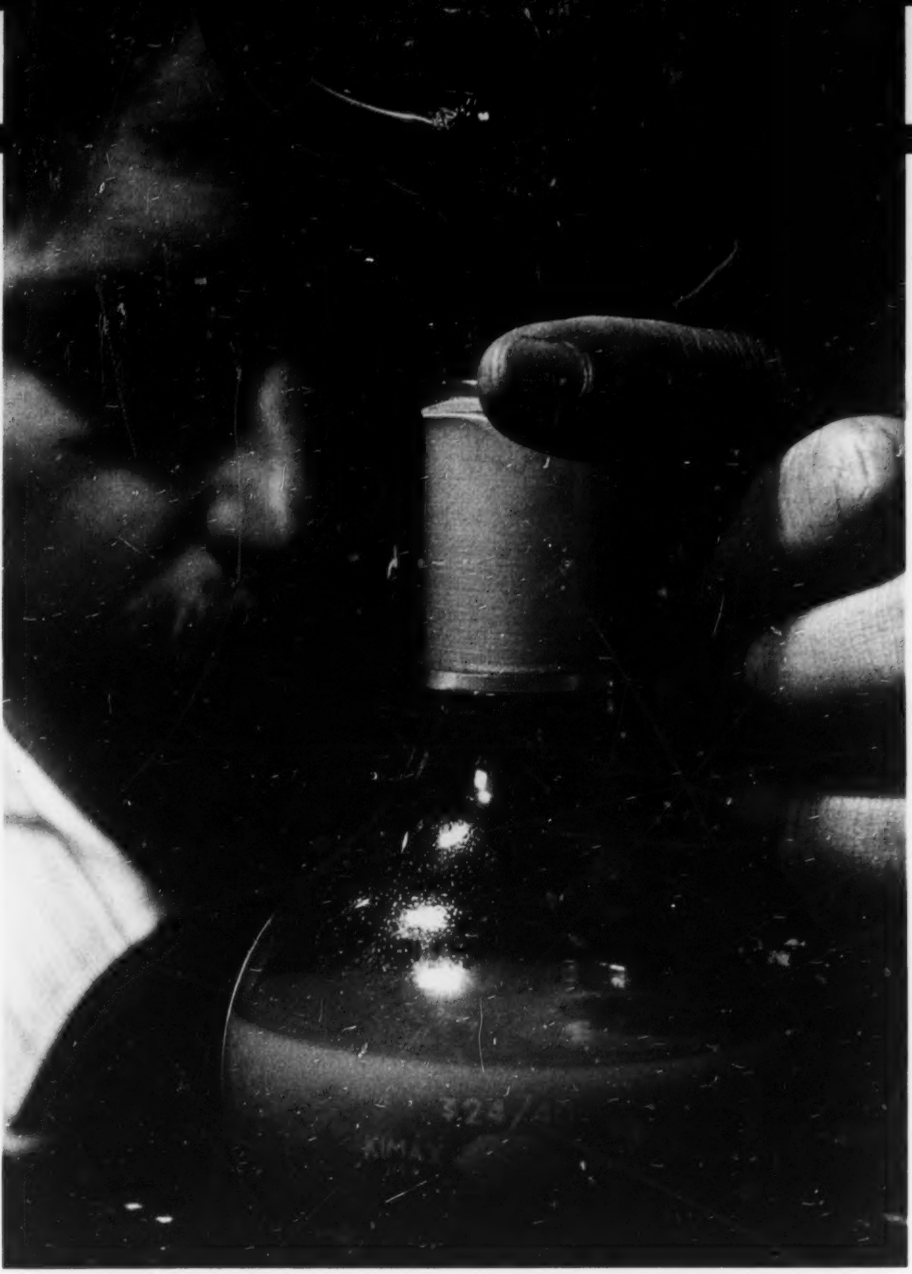
Two of the first applications of robots were highly sophisticated inserting of preprints with "keyed" coupons and the bundling of papers for delivery to specific buildings on specific blocks in particular neighborhoods. The cost savings from automation of materials-handling rivaled those from computers and photocomposition, thus opening the way for newspapers to be even more competitive with direct marketers.

Newspaper delivery, meanwhile, has become one of the specialties in publishing in which intensive courses were given at graduate schools. And the once-profitable U.S. Postal Service has gotten into trouble for at least four reasons: the low volume of first-class mail because of high rates, the rise in computer-to-computer communication and an increasingly cash-less, check-less economy; the vast financial losses from the low rates they charged for shared mail, and the ultimate loss of this business to the highly competitive newspaper business; the dramatic shift of parcel post services to private enterprise; and the wage and pension policies authorized by Congress.

Displayed at the 1990 exposition are models of new robotic equipment that "sees." Suppliers emphasize the inexpensive wheeled models that handle all internal deliveries and pick-ups and can be used for routine maintenance tasks. Feed-back controls are in wide use on presses for tension and register control; paper-breaks are a rarity. Keyless inking gives consistent quality, and the color ink formulations introduced back in 1985 by ANPA's Color Standardization Task Force have proved to be a real boon. Electronic darkrooms and cameras made film a thing of the past.

Flexographic printing, which seemed to have had great promise in 1985, lost out to offset with its new plate technology, keyless inking and water-based ink. The great advantages of the planographic (flat) plate were the deciding factors.

Readers, of course, have been overjoyed by ANPA-developed, low-cost black inks that ended ink rub-off, offset and show-through. And color is standard in all newspapers. The New York Times was the last U.S. daily paper to introduce color on its front page—and did so (as you might have expected) with a map and photo that showed the site of a new archaeological discovery in central Africa and several of the artifacts found at the site. The Wall Street Journal had scored a coup with the introduction of corporate annual reports as free-standing inserts in 1988.



As publishers leave the crowded exhibit hall in 1990, they are confronted by a huge blowup of an 1879 statement made by Whitelaw Reid, editor of The New York Tribune, now defunct: "The business of making a newspaper is in a state of constant growth and change. You might almost say that it is revolutionized once every 10 years. . . ."

Profitable videotex operations are still few and far between, but the promise seems as great as it did in 1980. Sometimes things take longer than one might think!

Newspaper publishers have at last returned en masse to the old era of job-printing, using press downtime to print inserts for their customers. The newest piece of equipment at the trade show demonstrates how simple it is to translate digitalized satellite signals direct to plate for a Sears back-to-school insert. The 1986 convention had been delighted when Sears announced that it was putting most of its budget back into ROP in newspapers "because we find that customers who can read are better consumers—and furthermore, newspaper printing quality now meets our needs."

With all of the competitive threats of the decade of the 1980s now in the past, the future of newspapers never looked brighter.

However, old-timers are warning the new generation of publishers to face the future with "cautious optimism."

As publishers leave the crowded exhibit hall in 1990, they are confronted by a huge blowup of a statement made by Whitelaw Reid in 1879. Reid had been the renowned editor of a great but long-defunct newspaper named The New York Tribune: "The business of making a newspaper is in a state of constant growth and change. You might almost say that it is revolutionized once every 10 years. The veteran returns to find the old methods useless, the old weapons out of date, the old plans of action out of relation to the present arrangement of the forces. . . . The history of journalism, for 50 years, has been a rapid succession of revolutions, and no man knows as well as the hard-working editor that perfection has not yet been evolved."

As the newspaper executives of 1990 read that old statement, they nod their heads in vigorous agreement as they look forward to the technological wonders of the year 2000. □

Readership

As more newspapers are able to provide up-to-date audience data, as more of them establish computerized subscriber/non-subscriber files, they also will improve their capacity to build circulation and readership.

BY LEO BOGART

Bogart is executive vice president and general manager of the Newspaper Advertising Bureau in New York City.

First the good news. Between now and 1990, the population of prime newspaper-reading age—35 to 64—will grow by 12 percent, and the number of households will grow at about the same rate. Long-term trends toward higher levels of real income and educational achievement provide additional impetus for enhanced newspaper readership. Thus it would seem to be a conservative guess that daily circulation will be up between 5 and 10 percent by 1990.

Of course, a similar prediction could have been made five years ago, based on exactly the same evidence. So here comes the sobering news: In actuality, daily circulation grew only 1 percent between 1980 and 1984, and Sunday circulation by 5.6 percent, while the population between the ages of 35 and 64 increased by 6.4 percent and the number of households by 8.5 percent.

However, this period included a major recession that affected readership and helps to account for the slippage in the proportion of readers who look at two or more papers a day—from 19.3 percent in 1980 to 18 percent in 1984.

The two-papers-a-day habit was even more seriously affected by the closing of major papers in several competitive markets, and by the closing of a number of large evening papers in single-ownership combination markets. Most of a defunct newspaper's circulation is absorbed by the survivor, but not all. In 27 recent mergers of combination papers the average circulation loss was 9 percent.

Duplication between the morning and evening audiences in a combination varies greatly, depending on distribution patterns, editorial distinctiveness and the local media culture. For example, of those who read The Milwaukee Journal and Milwaukee Sentinel on an average weekday, 18.6 percent read both papers; for The Philadelphia Inquirer and Philadelphia Daily News, the proportion is 7.2 percent.

The pressure to kill the weak paper in a combination comes not only from the expense of maintaining additional editorial and circulation staff, but from the mistaken assumption of many advertisers that any duplicated circulation is redundant and wasteful.

Evening papers in single-ownership combinations currently have a daily circulation of 7,363,000, which is nearly 12 percent of the daily total. If any of them are eliminated or consolidated with their morning partners within the next five years, as seems likely, there is bound to be a net loss of both circulation and readership.

A new source of duplicated readership has been emerging in the form of national newspapers, which now account for 5 percent of total weekday circulation. When we subtract those publications, local dailies' circulation shows a 1.3-percent decline in 1980-84.

The national dailies represent a significant presence that seems likely to be even more substantial by 1990. The latest Simmons Media Research Bureau report gives USA Today a daily audience of 4,994,000 readers and The Wall Street Journal 6,292,000.

These audiences, along with those of The Christian Science Monitor and the national edition of The New York Times, are overwhelmingly an addition to rather than a substitute for those of local dailies. On a given day, only 18 percent of USA Today's readers and 18 percent of The Wall Street Journal's look at no other paper. If these two papers are eliminated from the weekday newspaper audience, readership slips from 66 to 65 percent.

Of course, advertisers don't look at circulation or audience numbers in terms of national totals, except to watch the trends as indicators of newspapers' vital signs. As more newspapers are able to provide up-to-date local audience data, as more of them establish computerized subscriber/non-subscriber files, they also will improve their capacity to build circulation and readership.

That task remains a top priority, not only to meet the immediate competitive challenge of shared mail, but also to maintain position in an advertising marketplace ruled by the shibboleth of "cost-per-thousand." By that criterion, newspaper cost efficiency has dropped steadily relative to other media because, unlike them, newspaper rate increases have not been matched by audience growth.

In a newly released study from the Newspaper Readership Project, a representative sample of 748 adults aged 25 to 44 was interviewed at three different times over a year and a half. In this relatively brief period, only 53 percent remained consistent subscribers and 24 percent consistent non-subscribers. Similarly, 60 percent were consistently frequent readers and 20 percent consistently infrequent readers.

Looking at these numbers a different way, they mean that about one individual in five changed reading habits during the year and a half. These are people who know our products well but whose loyalty we have not captured. If this volatility can be reduced, newspapers will build circulation and readership up to their full potential in the rest of this decade. ☐

Circulation

If you thought the pace of change was fast over the past five years, hold on: The next five years will produce even greater changes in almost everyone's circulation department.

Highlights of the first half of this tumultuous decade included:

- Greater professionalism permeating the entire circulation organization
- Increased automation supporting increased "office pay," with some newspapers striving for 100 percent of all subscriptions paid for in advance; a plethora of non-subscriber publications; and further movement toward motor routes and delivery agents.
- More emphasis on the occasional reader, especially those in high-security housing complexes and in the single-person household.

There was not, as some had predicted, consistent movement toward reduced customer service, like the cessation of same-day complaint delivery or the emergence of the multi-product delivery force.

With greater importance on circulation growth, moderating oil prices and increased competition for readers' time and money, most of us at mid-decade are looking for ways to get closer to our customers, not more distant.

What about the rest of the decade? Here's how I see it unfolding.

There will be more emphasis on obtaining and keeping the right readers. This will put a premium on clearly defining target readers and further strengthening the synergy between circulation leadership and the top people in advertising, the newsroom and the research department.

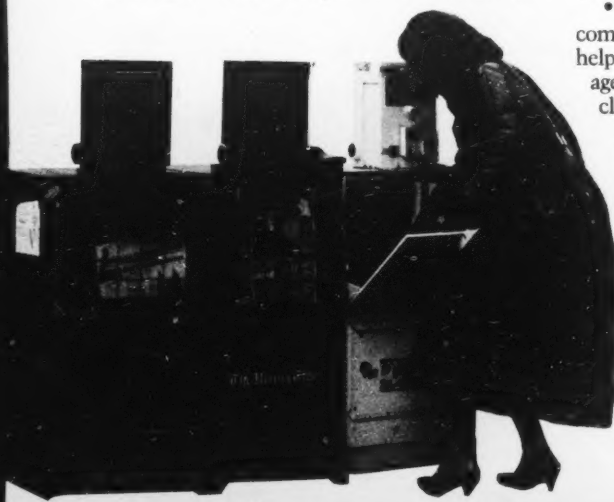
The most successful papers will have a well-functioning *team* made up of the top people from these and other key areas. This team will produce better strategic planning, more effective "stop the stops" programs and more useful reader research. It also will encourage ways to get even closer to our readers by doing things like introducing more customer-oriented billing systems using credit cards.

There will be more emphasis on improved home delivery service, encouraging most of us to take greater control of our newspaper's delivery. At the same time, governmental requirements will force us to treat carriers even more like employees—if we haven't already converted them to employees by 1990.

In other developments to close out the '80s:

- In competitive markets, the paper with the greatest coverage of readers having the largest disposable incomes will dominate increasingly.
- Further reductions in household penetration will persist, while the number of households will continue to expand at 1.5 percent per year. Circulation will increase only 1 percent annually—about the rate of adult population growth. Increases in single-adult households, reductions in two-paper households and greater market segmentation will hamper us from doing any better than maintaining our circulation penetration of approximately 68 percent of the adult market.
- The occasional reader will become more important, and there will be more emphasis on single-copy and specialty sales. In addition, increased priority will be given to keeping the targeted, seven-day reader from joining the ranks of the occasional reader.
- Standardized research data will be available in optional addenda to ABC reports.
- A greater portion of our revenue will come from readers. Single-copy prices of 50 cents for daily and $1 for Sunday editions will become the norm.
- The circulation address database will become an important profit center. This will help turn circulation leaders into product managers who have the local postmaster as a close colleague.
- A larger share of the capital-investment dollar will go toward even further satisfying reader needs. These investments will help produce improved zoned editions and papers printed with ink that won't rub off on readers' hands.

Further, I see more circulation executives moving into the publisher ranks. They will be well-equipped to handle the complexities of the top job after successfully managing the myriad changes of the '80s. ☐



There will be more emphasis on obtaining and keeping the right readers. This will put a premium on clearly defining target readers and further strengthening the synergy between circulation leadership and the top people in advertising, the newsroom and the research department.

BY VANCE CAESAR

Caesar, senior vice president/general manager of the Press-Telegram in Long Beach, Calif., is chairman of the ANPA Readership and Circulation Task Force.

WE'RE STUBBORN

We get stubborn when it comes to good ideas.

Like the complete publishing system for newspapers, magazines, and pre-press operations . . . an idea we're tackling with tenacity.

But it's more than an idea with us.

It's a commitment.

A commitment to deliver the integrated system publishers repeatedly tell us they want.

A system that builds on the excellence of Atex Editorial and Advertising front-end systems and provides small, medium and large publishers with a hardware and software path to the future.

A system that ensures each publisher's investment against equipment obsolescence.

You've got to be stubborn to stick with a project that big.

You've got to be smart to make it work.

And you've got to have behind you the resources of a company like Eastman Kodak.

Today, Atex is delivering on that commitment to a total publishing system.

Atex Editorial, Classified, News Layout, Classified Pagination, and Integrated Advertising systems are working hard in newspapers, magazines, and

Offices: Bedford, Chicago, Dallas, New York, San Francisco, Tampa, Washington, D.C., Copenhagen, Düsseldorf, Frankfurt,

BUT SMART.

service bureaus around the world.

Meanwhile, in our R&D labs, we're working hard on the rest.

This is all part of an exciting new Atex concept called the Total Publishing Environment (TPE).

TPE is the total integration of the editorial, advertising and production functions.

It is the ability to create and manage all page elements… and to output full pages with all those elements in place.

With TPE, Atex is delivering the next generation of electronic publishing systems.

We'd like to tell you more. Just write us.

Sure, we're stubborn, but we're smart.

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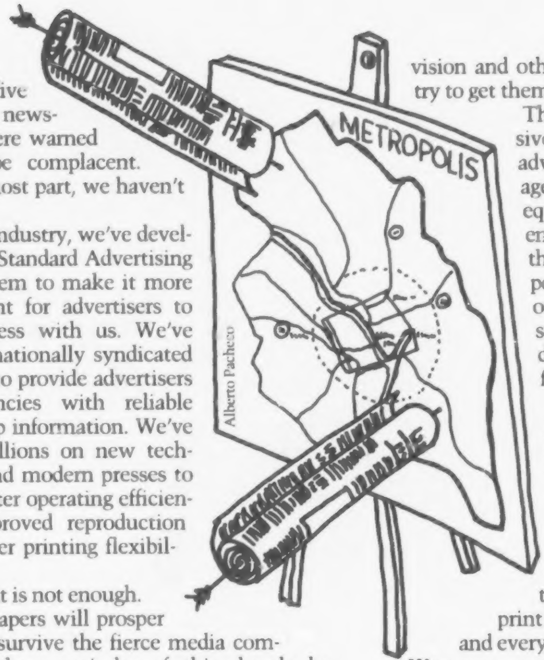
Marketing

Too many advertisers have become wedded to television and other forms of media. We must try to get them back. The way to do it is with aggressive programs to convince both advertisers and their advertising agencies that newspapers are equipped to deliver the audience they need.

BY TOM JOHNSON

Johnson is publisher and chief executive officer of the Los Angeles Times, chairman of the Dallas Times Herald and chairman of the Newspaper Advertising Bureau.



Alberto Pacheco

In this space five years ago, newspapers were warned not to be complacent. For the most part, we haven't been.

As an industry, we've developed the Standard Advertising Unit system to make it more convenient for advertisers to do business with us. We've adopted nationally syndicated research to provide advertisers and agencies with reliable readership information. We've spent millions on new technology and modern presses to offer greater operating efficiencies, improved reproduction and greater printing flexibility.

But that is not enough.

Newspapers will prosper and will survive the fierce media competition the remainder of this decade by moving quickly to make ourselves more essential, both to readers and to advertisers.

Many newspapers have remained unchanged over the past 50 years, yet our readers and our markets have changed.

We live in an age of ever more sophisticated readers. They won't settle for the same old stuff—especially now, when they have many alternative sources of information.

That means we must work constantly to improve editorially. We must find better ways to present information, and we must add to its depth and diversity. Otherwise, we may lose our indispensability and, eventually, our shirts.

Color reproduction has become increasingly important to newspapers. The circulation success of Gannett's USA Today has sharply increased consumer and industry awareness of color. By the end of this decade, newspapers that are capable of printing high-quality color on a daily basis will be on the competitive edge.

We also must not underestimate the impact timely and reliable delivery will have on our ability to maintain readers. Achieving distribution reliability is a must for all of us.

However, all that will do us no good if we can't retain our advertisers.

We must intensify our efforts to demonstrate the selling power of newspapers. Too many advertisers have become wedded to television and other forms of media. We must try to get them back.

The way to do it is with aggressive programs to convince both advertisers and their advertising agencies that newspapers are equipped to deliver the audience they need, in the manner they need, at an attractive cost per thousand. We must demonstrate that we sell products superbly for advertisers and distribute their messages effectively and efficiently.

Target marketing is uppermost in the minds of most advertisers. As a result, 73 percent of the newspapers in America now have some form of total-market-coverage program. The best of them allow advertisers, through a combination of print and direct mail, to reach any and every segment of a market.

We must continue to expand and improve these programs.

They are not only a defense against the intrusion of outside direct-mail companies, but they show advertisers we understand the importance of total penetration—and can deliver it successfully.

Finally, we must learn to follow the advice we most often give to our advertisers. We must devote more time and dollars to promoting our own services in an imaginative and aggressive fashion. Compared with other industries, newspapers are seriously underspending in the area of self promotion.

Newspapers have considerable marketing resources at their disposal. We must put them to work. We must apply the principles of target marketing to our own purposes in order to build the size and quality of our circulation and to strengthen our image in the community.

Above all, the remainder of this decade will demand that we make ourselves more attractive.

For readers, attractiveness means editorial depth and quality.

For advertisers, attractiveness means convenience and positive results. And for both groups, attractiveness means a more modern, more stimulating graphic appearance.

This is no small order. But to the newspaper of the '80s, becoming more attractive in these ways will make the difference. ☐

Advertising

Many of the things that my predecessor, Jack Kauffman, foresaw for newspaper advertising in this space five years ago have come to pass—as well as quite a few others nobody could have predicted.

Who could have imagined, for example, that in just five years direct mail would grow into a major challenger to the insert business of every newspaper in the country? That network television ratings would decrease so sharply? That newspapers with 98 percent of daily U.S. circulation would voluntarily standardize their advertising sizes? That syndicated research data on newspaper audiences would be widely available to agencies and advertisers?

Previous predictions aside, 1980-84 *were* years of solid accomplishment for newspaper advertising. Not only did we standardize our page and ad sizes with the Standard Advertising Unit program, but we did it with a speed and effectiveness that amazed even our friends in the agency business.

Our audience research was also standardized, again for the convenience of our advertisers, as a result of the 1982-83 Simmons and Scarborough studies. Advertisers and agencies have applauded our decision to continue them. We also produced a standardized rate card format that has been adopted by almost all the nation's daily newspapers.

In addition, telemarketing came out of the classified "phone room" and became a major factor in selling retail and co-op advertising. And despite the challenge of shared mail, newspapers' insert business continued to grow.

Newspaper advertising overall also continued to grow. In 1983, expenditures for newspaper advertising increased by 16.3 percent, faster than any other measured medium. We expect that when the final figures are in, they will show we did almost as well in 1984.

At the Newspaper Advertising Bureau, we established a Department of Marketing/New Technology to keep newspapers on top of the latest developments in such areas as cable television and satellite transmission and how they affect newspaper advertising, and to provide bureau input into newspaper standardization programs such as SAUs®.

We expanded our retail sales effort by adding several outstanding store advertising executives as regional vice presidents.

In classified, bureau research broke new ground with studies responding to the more centralized advertisers that have become the biggest spenders in recruitment and real estate.

We inaugurated the annual Athena Awards for creative excellence in newspaper advertising, and we made the Creative Newspapers publication a yearly showcase of that excellence.

In co-op advertising, we developed the Retail Co-op Recovery program, which in a recent year enrolled more than 300 newspapers and helped some of them more than double their co-op linage.

Coming off such a solid base, I feel the bureau and the entire newspaper business are in a good position to make the most of our opportunities in the second half of this decade.

We have some problems to deal with, of course. But newspapers have shown they can work together to solve their problems, and I'm confident they will continue to do so.

Here are five specific predictions for the next five years:

1. *Newspapers will increase their share of national advertising.* With network ratings continuing to decline, and newspapers more convenient to use than ever before, even die-hard TV advertisers will come to realize that the best way to reach their lost audiences is through newspapers.
2. *Newspapers will compete effectively with mailing companies for preprint business.* Efficient total-market-coverage programs, zoned editions, special-interest sections and constantly improving reproduction—in other words, a lot of hard work—will keep us competitive.
3. *The trend toward standardization will continue.* Examples will include extending the SAU concept to classified, devising a standardized newspaper invoicing format (and eventually a standardized billing system), and developing quality standards for newspaper reproduction.
4. *Newspaper color quality and availability will increase dramatically.* In our recent research study on the "Future of Advertising," the advertising leaders we surveyed predicted that high-quality process color will be available at virtually all daily newspapers throughout the United States and Canada by 1995.
5. *Satellite transmission of advertising materials will be an everyday event.* A 10-city test of satellite transmission of national advertising will begin this year, with the full cooperation of the bureau and ANPA. If it is successful, AD/SAT expects to have a 500-newspaper network in operation by the end of 1987. Such a network would have many other exciting communications possibilities for newspapers in the years to come. □

> ***The trend toward standardization will continue. Examples will include extending the SAU® concept to classified, devising a standardized newspaper invoicing format (and eventually a standardized billing system), and developing quality standards for newspaper reproduction.***

BY CRAIG C. STANDEN

Standen is president of the Newspaper Advertising Bureau in New York City.

Government Affairs

The economy and taxes will remain among our primary concerns. We will face new and ingenious efforts to erode press freedom, in print and in emerging electronic media. With a diminished role by labor unions, we will see continued efforts by government to make the workplace safer, to protect minorities and to assure equitable treatment of employees.

BY GEORGE WILSON

Wilson, publisher of the Concord (N.H.) Monitor, is chairman of the ANPA Government Affairs Committee.

Forecasts are strongly colored by the times in which they are made. Five years ago, we lived in times of diminished expectations.

Resources and opportunities were seen as finite. A sense of helplessness had replaced hope. We were conscious of limitations. And government's role had become one of allocating resources and benefits.

As we entered this decade, newspaper executives were told they could expect more governmental activities that would affect business and editorial decisions.

There were three major areas of concern: new communications technology, concentration of media ownership, and economic problems of reduced energy supplies, wage and price controls and tax revenues.

The federal government had responded to stagflation with voluntary wage and price controls. They weren't working well, and we wondered if Washington would opt for mandatory controls. Fortunately, it did not.

A standby gasoline rationing plan was prepared for submission to the new Congress. Fortunately, the plan was never enacted. It was set aside after President Reagan's election.

We wondered what governmental actions might be prompted by those who saw a growing concentration of media ownership. Fortunately, those concerns did not bloom into governmental restrictions.

The prognosticators were not wrong, however, when they predicted more governmental activity of concern to newspapers.

We have seen erosion of the federal Freedom of Information Act, taxes on newspaper advertising, catastrophic libel judgments, initiatives by federal and state officials to control workplace environments, attempts at prior restraint and international efforts to license journalists.

Other major challenges were unforeseen.

During the first half of the '80s, the newspaper business worked hard to enable electronic information providers the opportunity to compete fairly with AT&T, which was positioning itself before divestiture to become an information provider as well as the primary information carrier. ANPA's "diversity principle," which held that a diversity of information voices in a new-technology age could only be assured if content were separated from the conduit, was incorporated by U.S. District Judge Harold H. Greene in his ruling in the AT&T antitrust case.

That effort was followed by challenges arising from low third-class postal rates.

Though increased government activity was forecast at the decade's start, we could not see with precision where the sweep of events would take us. We cannot forecast with any greater accuracy at mid-point, but expectations now are influenced by a stronger economy, lower inflation rates, record trade deficits, a large and growing national debt, economic differences and instability among the world's nations, and, withal, an optimistic and energetic American public.

The rest of this decade will not differ fundamentally from the first half except as catastrophes of nature and human judgment deflect events from their course.

In the world, great disparities of wealth, health and individual freedom mark the fault lines between nations. Those disparities pose threats to our stability and our freedoms. Press freedom worldwide will remain a tender and rare privilege so long as it is seen to threaten nations' tenuous control of their own destinies.

But some things can be seen with relative clarity.

At home, governmental challenges to newspapers will continue. The economy and taxes will remain among our primary concerns. We will face new and ingenious efforts to erode press freedom, in print and in emerging electronic media. With a diminished role by labor unions, we will see continued efforts by government to make the workplace safer, to protect minorities and to assure equitable treatment of employees. Our market opportunities will be vitally affected by regulatory decisions in the postal, telephone and electronic media arenas.

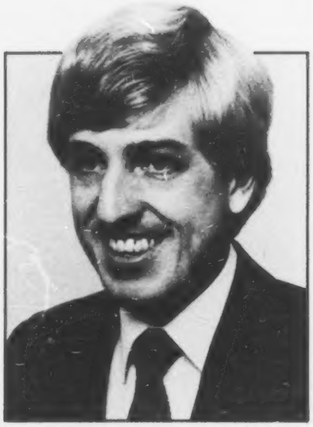
Domestically, the salient influence—beyond the vagaries of our economy and our ability to dampen excesses—likely will be demographic. Coming into positions of authority this decade are the protestors of the '60s and '70s. They are of the generation that distrusted the concentration of power, whether governmental or private, and that insisted on one's right to "do your own thing."

Suspicious of big government and big business, skeptical of traditional institutions, this generation has retained its respect for privacy and its iconoclasm even as it has begun to shoulder society's burdens. This generation's values are centered on freedom, the individual and responsive, restrained institutions.

If sensitive to the emerging reinforcement of those values, newspapers should thrive in the '80s as the custodians of our most cherished freedom—the freedom that underlies all others—and as society's most essential source for news of the changing world. □

Postal Affairs

Newspapers must endeavor to understand the changing marketplace, to explore creative uses of the postal system, and to change practices that have been tried and failed.



BY W. TERRY MAGUIRE

Maguire is ANPA vice president/general counsel.

Newspapers have confronted many complex issues since Benjamin Franklin decided to wear the hats of both publisher and postmaster. None of these issues, however, has been as continuously challenging as the relationship between newspapers and the post office.

We are witnessing unprecedented change in the printed materials that flow through the U.S. Postal Service and in the marketplaces it serves. Much of this postal revolution has occurred during the last five years, and that revolution likely will continue the remainder of this decade.

In 1980, we were just beginning to see the effects of a new postal strategy that called for extraordinarily low third-class rates in an effort to build postal volume.

In particular, rates that took effect that year for third-class mail presorted to the carrier route provided an unprecedented inducement to firms to consider mail as a new communications medium.

This put newspapers in a new competitive environment. They responded with characteristic diversity and independence.

Some newspapers clung to their historic dependence on second-class mail and developed new ways to use the Postal Service for the benefit of their readers and advertisers. Those experiments and innovations continue today.

Many newspapers broke from exclusive use of traditional second-class mail and moved headlong into third-class mail. The goal was to serve advertisers' interests in reaching all homes within specified geographical zones. The newspaper business is now a major third-class mail customer.

Virtually all newspapers recognized another growing need—that of providing retailers and other advertisers with the ability not only to saturate entire neighborhoods, cities or regions, but also to reach specific homes of specific people with specific characteristics. That effort continues in circulation departments around the country, and no doubt the Postal Service will play a major role in the evolution of that marketing strategy.

Whether as user or competitor of USPS, or as competitor of other postal customers, the newspaper business for five years has been urging that the ground rules involving postal matters be set fairly and equitably. The argument is that postal rates should cover postal costs, and that the structure of rates should not allow discrimination for or against specific kinds of mailers.

With the second half of the decade before us, there is a new postmaster general, a new set of postal rates, a new postal labor agreement and a group of USPS governors who are taking an increasingly hard look at many issues affecting postal users.

Newspapers, too, must endeavor to understand this changing marketplace, to explore creative uses of the postal system, and to change practices that have been tried and failed.

Some of the key questions that will demand answers in the next five years are:

- Will second- and third-class mail be merged as a result of pending court cases?
- If second- and third-class are not merged, will newspapers continue to receive high-quality service without paying extra fees such as a "red tag" surcharge?
- Will Congress provide funding necessary to allow in-county second-class rates to continue their gradual, phased increases?
- How will the content of newspapers mailed to non-subscribers change over time? Will there be more or less editorial content in them?
- Will Congress consider legislation to deal with inequities in the current rates and the rate structure? How will courts deal with these issues?
- Will private firms be able to "broker" services of the Postal Service in first- and third-class mail?
- Will newspapers find that their experiences with second- and third-class mail in reaching non-subscribers lead them to make greater use of the Postal Service to reach subscribers or to conduct other mail distribution programs for advertisers?
- Will more newspapers find that by placing addresses on carrier-delivered subscriber copies they can offer better target-marketing services to advertisers who now may rely on the Postal Service for such selective distribution?

Newspapers will have renewed opportunity to work together to bring about the kind of postal rates and rate structure that will serve the best interests of newspapers, competitors, advertisers and the public—which now bears the lion's share of the cost of operating the Postal Service.

Five years of experience in these arenas have taught us much.

The real challenge for the rest of the decade is to coordinate our public policy, advertising, circulation and overall management efforts to make the very best of an ever-evolving, competitive marketplace. ☐

World Press

Five years ago this month, I was quoted in **presstime** as foreseeing the following prospect for the 1980s and beyond: "A never-ending controversy between the minority of countries which believe in press freedom and the majority which regard the news media as propagandists of the authoritarian government in power."

Perhaps the prediction was too predictable. In any case, it is certainly proving to be true.

In countries with perhaps two-thirds of the world's inhabitants, news media continue under government domination. Ministers of information (read it "ministers of propaganda") continue to call the tune in many countries.

Meanwhile, officials of these authoritarian governments continue to charge the Western news media in general and the "transnational" news services in particular with failing to do a responsible job of journalism. In this case, "responsible job" means depicting the authoritarian governments and their countries in a favorable light.

Yet study after study has shown that a good volume of news reported by Western media about developing countries is factual and not predominantly negative; it's not a mere recital of earthquakes and riots and disasters, as spokesmen for some of those countries allege. Ironically, studies have shown that in the very countries accusing Western media of distortion, their own media present a consistently distorted view of Western democracies, particularly the United States.

One aspect of the world press picture that certainly has not changed is the continuing struggle between free-press advocates and controlled-press proponents in the United Nations Educational, Scientific and Cultural Organization.

Western nations have been forced to expend an inordinate amount of effort within UNESCO to beat back continuing efforts to advance the cause of state-controlled media as against a free press. We would much rather be spending our time and resources on practical programs to help develop the communications capabilities of developing countries.

An indication of the continuing battle within UNESCO is the fact that still another conference has been scheduled on the matter of "protection of journalists" (read it "licensing of journalists").

Planning for the conference this year in Mexico City was encouraged and financed by UNESCO. When this came to light, there was an outcry from free-press advocates that shook the UNESCO bureaucracy. As a consequence, UNESCO gave indications that it may disassociate itself from the Mexico City meeting.

Dissatisfaction with UNESCO's treatment of communications issues was one of the reasons for the U.S. government's decision, announced Dec. 19, to withdraw from UNESCO. After the United States in late 1983 announced a tentative plan to pull out of the United Nations agency, there was talk of changes to turn UNESCO away from divisive, contentious issues—journalistic codes of conduct, licensing of journalists and the like—toward practical programs of helping developing countries build their communication capabilities. (As one Latin American journalist said: Stop all the arguing and debate. Send us typewriters.)

Prediction: The years ahead are not likely to see basic change in UNESCO's approach to communications issues. The majority of UNESCO's members are authoritarian states that simply don't believe in the free flow of information.

A positive note: Despite the diversion of time and money spent on resisting controlled-press initiatives in UNESCO, U.S. news media have shown increasing determination to help developing countries build their communications capabilities. Some examples:

- In the Caribbean, in Africa, in Asia, the World Press Freedom Committee and its supporters (including, importantly, ANPA) have provided assistance ranging from a printing press for a newspaper in the Caribbean to a training course for journalists in Tanzania to books for a journalism school library in Nepal.
- The American Society of Newspaper Editors has started a journalism exchange program for news people from Third World countries. Twelve such journalists were sponsored by ASNE and local newspapers for eight weeks of seminars and visits to various newspapers last fall.
- The Associated Press continues to offer training in the United States for visiting journalists or, in cooperation with the WPFC, to journalists in developing countries.

Additional predictions:

The world press scene between now and 1990 will see more of the same: continuing controversy between free-press and controlled-press advocates, plus growing emphasis on U.S. assistance in building communication capability in developing countries.

And I would hope and expect increasing emphasis in American news media on the importance of balanced reporting from the developing world. We have been doing a good job of this, but we can and should do better. ☐

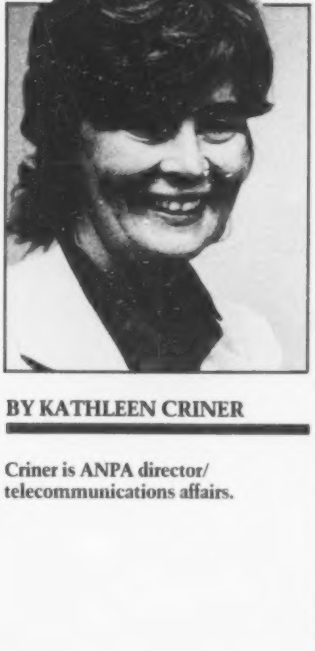
Despite the diversion of time and money spent on resisting controlled-press initiatives in UNESCO, U.S. news media have shown increasing determination to help developing countries build their communications capabilities.

BY HAROLD W. ANDERSEN

Andersen is president of the Omaha World-Herald Co. and chairman of the World Press Freedom Committee. He is a former chairman of ANPA.

Telecommunications

Newspapers that have adopted a "wait and see" posture toward electronic publishing may find someday that entry costs and the learning curve are steeper and longer than anticipated.



BY KATHLEEN CRINER

Criner is ANPA director/ telecommunications affairs.

The telecommunications juggernaut first rolled through the newspaper business in the late 1970s. It led to predictions made five years ago that are today's reality: Satellite delivery of wire-service copy is commonplace, a test is planned for satellite delivery of national advertising, and electronic-publishing ventures have sprouted from coast to coast.

Along the way, newspapers have become involved in a wide range of telecommunications ventures that have met with mixed results [**presstime**, Dec. 1984, p. 23]. Recently, newspapers have relinquished their leadership role in electronic publishing to new entrants such as IBM, Sears, J.C. Penney, RCA, Citicorp, CBS and others. Nevertheless, I believe that during the next 10 years, the electronic-information industry will continue to grow, evolve and transform the newspaper business.

In the meantime, though, publishers will have to focus attention on an increasingly demanding area of telecommunications—the equipment and services they'll need to produce newspapers.

New services, new vendors and increasing phone rates will force all businesses to spend more time acquiring, managing and maintaining telecommunications systems. For example, large urban newspapers, to ensure privacy and increase efficiency, may replace traditional car telephones with cellular radios. Newspapers may install fiber-optic links to suburban printing plants, which will reduce communications costs enough to make other new applications, such as teleconferencing, a real possibility. Similarly, local area networks will be installed to link various computers and telephones within the newspaper, while public data networks will help reporters using portable terminals to transmit stories more efficiently into the newspaper's computer.

The task of becoming more informed telecommunications consumers will be made more difficult by continuing instability in the telecommunications industry. The almost daily new-service announcements by companies like IBM, Kodak, AT&T and Exxon are destined to produce a glut in capacity—and lower prices. But shakeouts could leave some customers scrambling for service. The traditional hedge against such a threat, buying products from large, trusted vendors, is disappearing because even the telecommunications giants are willing to abandon products or services under certain competitive circumstances.

All the while, the electronic-information market will continue to grow amidst moves to reposition and retrench. As some companies leave the market and new ones enter, the infrastructure for tomorrow's electronic information age will take shape.

Already many analysts believe that videotex as we think of it today may cease to exist. Instead, it will become one of several approaches for delivering graphic information electronically.

Anticipation of this shift has prompted numerous companies to explore development of software that will permit personal-computer users to gain access to videotex data bases. However, this pc/videotex convergence probably will take several years.

In addition, while some firms may continue to explore the consumer market, the emphasis for the next few years will be on closed user groups and business services. Some newspaper companies already are setting their sights on electronic delivery of information to business users.

The 1990s could bring more profound changes. Barring some legal action in the interim, AT&T in 1989 will be free to enter the marketplace as an information provider, and I believe it will.

AT&T's experimentation with electronically delivered real estate information in Monmouth County, N.J., and other ventures that are likely to follow will provide the company with expertise to enter the market quickly and build the national networks necessary for either specialized or public services. On the other hand, AT&T may well have to scramble to catch firms like Dow Jones & Co., CompuServe and others that currently are building national services.

As companies perfect hardware, software and marketing efforts, children will be acquiring these new products as routinely as they purchase books.

Newspapers that have adopted a "wait and see" posture toward electronic publishing may find someday that entry costs and the learning curve are steeper and longer than anticipated.

All of this underscores an important point for today's telecommunications business. Telecommunications equals competition. As newspapers reflect on the next five years, they must look beyond their traditional industry boundaries at a host of competitors who are developing new products and services. In many cases, those products won't compete directly with newspapers, but they may begin to nibble away at newspaper revenues, much as shoppers and direct mailers do today.

In other words, the stakes are high, and the game has just begun. ☐

News Research

I hope the newspaper industry is not going to follow in the footsteps of the U.S. auto industry, which spent its time on marketing while its competitors spent theirs on perfecting front-wheel drive.

BY GUIDO H. STEMPEL III

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University in Athens.

In this space five years ago, Maxwell E. McCombs of Syracuse University forecast "a tremendous increase" in the amount of news research by newspapers. His crystal ball certainly seems to have been in focus. The increase has occurred and seems likely to continue for several reasons.

Perhaps the most important one is simply a growing awareness that research offers answers to some questions that are important for newspapers. The industry-wide effort that produced the Newspaper Readership Project is an indication. That effort, of course, was in direct response to the decline in newspaper circulation in the first half of the '70s.

It is therefore perhaps more significant that the American Society of Newspaper Editors is embarking on a study of newspaper credibility. While the potential value of such a study is obvious, there is not the financial urgency to that issue that there was for the readership project.

Another indication of the growing awareness of the need for and value of research is the continued growth of the Newspaper Research Council, the organization of industry researchers.

Growth in the area also is reflected in the fact that more research about newspapers is being published. There is even a publication devoted to research about newspapers—the Newspaper Research Journal, sponsored by the Newspaper Division of the Association for Education in Journalism and Mass Communication. That journal, founded five years ago, has attracted work from both academic and professional researchers.

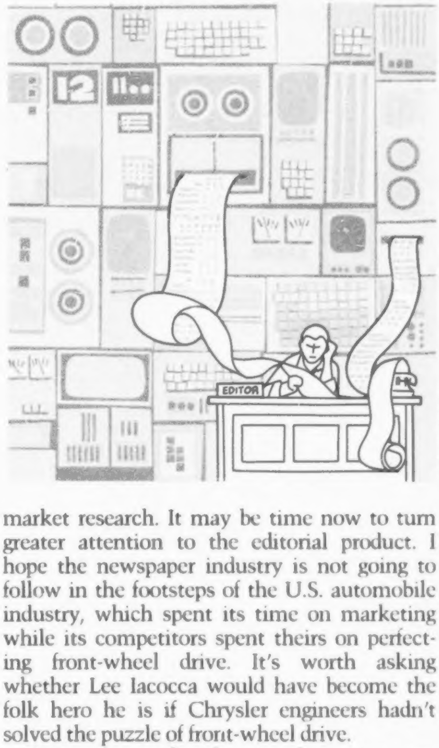
In addition, there is more research about newspapers in Journalism Quarterly, the major academic research journal for journalism. There were, for example, 62-percent more articles about newspaper readership and newspaper audiences in Journalism Quarterly between 1974 and 1983 than in the previous decade. That increase may be partly an indication that there are more researchers, but it also seems to indicate a shifting of interest and priorities of researchers. There is, of course, a good deal more unpublished, proprietary research about newspapers than published research.

Another reason for the growth in news research is the increased cooperation between newspapers and academic researchers. That increase has been the result of efforts from a number of places in both the academic and professional worlds. The conference last October that brought together industry and academic researchers at the University of North Carolina to discuss the ASNE credibility study would not have happened a decade ago.

The most important aspect of such cooperation is that it indicates the newspaper industry is beginning to regard academic researchers as a significant resource.

What will future research be about? I certainly hope much of it will be about readership and reader preferences, because significant questions remain in those areas.

Much of the response to the circulation decline of the '70s has been in marketing and market research. It may be time now to turn greater attention to the editorial product. I hope the newspaper industry is not going to follow in the footsteps of the U.S. automobile industry, which spent its time on marketing while its competitors spent theirs on perfecting front-wheel drive. It's worth asking whether Lee Iacocca would have become the folk hero he is if Chrysler engineers hadn't solved the puzzle of front-wheel drive.



Alberto Pacheco

McCombs, in his forecast five years ago, wrote about the need for newspapers to use research to fine tune their editorial products. National studies of readership or reader preference do not usually provide exactly what the editor needs to know for that fine tuning.

Editors and researchers need to get together to deal with this question. They need to figure out what readers want and translate that into something the editor actually can do.

The research effort of newspapers for the rest of the '80s thus is the key to bringing a better product to the newspaper reader. ☐

Promotion

In January 1980, my predecessor as INPA executive director, Edward A. Linsmier, predicted that future concerns of newspaper promotion departments would include:

- Adoption of marketing strategies to achieve company potential
- Implementation of the "total newspaper" concept on a wide scale
- Greater concern about the image of newspapers
- Recognition of the need to do a better job telling the newspaper's public-relations story, especially among its own employees
- Increased use of and greater benefits from newspaper research, aided by computerization.

Linsmier's predictions were sound. Every point he made continues to be a challenge in 1985, but we have progressed during the last five years and can pinpoint specific developments.

The successful newspaper promoter has become and will continue to be a skilled newspaper marketer. The two words, promotion and marketing, are already used interchangeably. That's because effective promotion is more than a string of events, brochures and press releases to meet short-term objectives. Effective promotion involves planning—ascertaining how various promotions can help a company implement a five-year strategic plan and achieve corporate goals.

Just as marketing became a buzzword during the last few years, planning will become the catchword in this second half of the '80s. And like promotion/marketing, the planning process is integral to every newspaper department and every challenge in newspapering.

The well-planned promotion/marketing effort will include sophisticated research helping to identify audiences in terms of demographics, psychographics and geographics. This will help us in all areas but none more important than circulation.

Many newspapers spend incredible amounts of money "buying" circulation today; this is one of the most critical issues we face. We segment our readership into three major groups—the avid loyal subscriber, the nonreader who will never purchase a newspaper and the "churn" group.

Newspapers use discounts, games and incentives to attract the latter. Some newspapers are paying up to $50,000 a week to do it. Yet studies by various newspapers indicate that four to eight orders need to be written for the churn group to realize just one net paid subscriber over a six-month audit period.

Newspapers will be turning their attention more toward subscriber retention in the second half of the '80s. Intrinsic to a discussion of retention, the following factors need to be evaluated with more resources directed toward them.

- **Circulation penetration:** Geographically, where is the newspaper's market? Factors to be considered should include not only the newspaper's civic responsibility to inform the public but also the penetration level and reach that affect an advertiser's decision to buy space in the newspaper—or in an alternative medium.
- **The product:** This will be the primary criterion for newspaper promotions. It means going beyond just name awareness. It means conducting promotions that get readers involved with the paper and position the newspaper as a part of the community—informing on the issues, communicating when action is required and educating the public on benefits of newspaper reading.
- **Positioning:** We'll be seeing more of newspapers versus broadcast, especially with more one-newspaper metropolitan markets. Newspapers' unique consumer advantages—in-depth reporting, upper demographic audiences, portability, pass-along qualities and mass-audience reach—will serve us well in capturing and gaining new advertisers. Marketing and promotion campaigns should aim at educating our advertisers, especially advertising agencies, on the creative use of a "newspaper canvas." They should emphasize the power of our medium, its words and graphics.
- **Community involvement:** This is an area unique to newspapers, and its power and potential are tremendous. No other medium can mount public-relations campaigns for a good cause like the newspaper. This type of promotion meshes beautifully with what research tells us about the lifestyle trend of North Americans toward more community involvement and local identification. The success of public promotions also demonstrates to advertisers how newspapers reach and move people.

With conventional television in danger of losing its status as a mass-reach vehicle because of cable, electronic games and other programming options, newspapers have a marvelous opportunity to refocus emphasis away from discrediting others in our own industry to marketing the benefits of newspaper reading.

For the promotion/marketing professional, the next five years will present the challenge of developing the planning and the skills required to take full advantage of these opportunities. ☐

> ***The successful newspaper promoter has become and will continue to be a skilled newspaper marketer. The two words, promotion and marketing, are already used interchangeably.***

BY PAULA MARKIEWICZ

Markiewicz is executive director of the International Newspaper Promotion Association in Reston, Va. Also contributing to this article were Page Haines, promotion manager, Houston Chronicle; Harold Gaar, marketing director, The Dallas Morning News; and Candace Medd, promotion/sales development manager, Minneapolis Star and Tribune.

Newsprint

Although we have this worldwide surplus of newsprint that will alleviate a capacity shortfall in North America perhaps for the rest of this decade, can we feel secure? The answer is no. It is infinitely more desirable to have our sources of newsprint close to home and where we have more claim on them.

BY JOSEPH F. PRENDERGAST JR.

Prendergast is ANPA manager/newsprint and transportation.

The big question being asked about newsprint these days is this: When will the supply situation in North America change from one of adequacy, which we have had since 1982, to a tightening of supply or possibly a shortage?

The equation is changing—primarily because of a lack of new capacity, but also because of rapidly growing newsprint demand, shutdowns of old, inefficient machines and mill shifts from newsprint to higher grades of paper.

Estimates of North American supply and demand over the next few years show diminishing newsprint reserves. In 1982 and 1983, reserve supply was slightly over two million metric tons. In 1984, excess supply was about one million tons at the beginning of the year, but an estimated one-half million tons was lost due to newsprint mill strikes.

In 1985 and 1986, estimated newsprint reserve will drop to about 700,000 tons. And according to one manufacturer's estimate, 1987 supply will exceed demand by about 300,000 tons. That would be a dangerously low margin, as demonstrated by the effect last year's strikes had on production.

These estimates of North American newsprint reserves indicate that more capacity is going to be necessary to avoid problems in 1987-88, if not sooner. And remember, it takes about three years to install a new machine.

Thus, it would appear that the handwriting is on the wall. But is it?

There are developments that, in my opinion, lessen the possibility of a tight market as early as 1985-86 or a newsprint shortage in 1987-88.

First, note that recent announcements of new newsprint capacity have outdated some analysts' earlier supply-demand estimates.

Second, there is a substantial amount of newsprint capacity that has been under consideration or on-hold for some time. When, and if, the parties involved will decide to go ahead with their plans is pure speculation, of course.

Third, an increasingly important and relatively new factor is the growth of newsprint capacity worldwide. The United Nation's Food & Agricultural Organization has estimated that it will increase by 2.7 million metric tons to 33.4 million metric tons in 1983-88.

At an international conference on pulp and paper in London last November, it was reported that a two-million-tons-plus excess capacity exists in Western Europe, and that this situation should prevail through 1990.

In 1984, Scandinavian newsprint entered the United States destined for Western, Eastern and Southern cities. According to U.S. Department of Census figures, Scandinavian imports for the first 10 months of 1984 were about 140,000 metric tons. This contrasts with about 48,000 metric tons for the same period of 1983.

With the current high value of the U.S. dollar, it is possible for foreign newsprint producers to pay $50 to $70 a ton to ship newsprint to the United States and still make a good profit. Prices in Europe recently ranged from a low of about $359 a ton to a high of about $400, versus the current price in the United States of $535 a ton.

Scandinavian producers are not the only ones becoming more aggressive in their selling efforts in the United States. Chile, Brazil, Colombia, Argentina, New Zealand, South Africa, France, Italy and West Germany are some of the countries that made shipments to the United States in 1984. One can expect these countries to increase their efforts in the years ahead, at least so long as the U.S. dollar is strong relative to their currencies. And I would not be surprised to see Britain join the exporting list before too long.

There is a lot of new mill capacity under construction or under consideration, and I think you will see that a substantial amount of it, especially in Western Europe and Scandinavia, will be available to the United States in increasing amounts from 1985 through 1987. This coincides with the years when North American supply-demand will be more even than it has been since 1982.

In any event, capacity anywhere is capacity that has to be recognized.

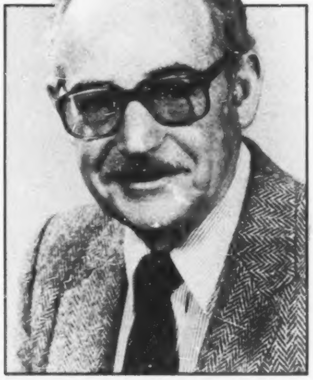
Moreover, world markets have been shrinking for newsprint suppliers, and this has the effect of leaving more newsprint available to the United States. Currently, the only strong market is the United States. This situation eventually will change, however, as the economies of the various countries improve, and they begin to use more of their own newsprint production.

Although we have this worldwide surplus of newsprint that will alleviate a capacity shortfall in North America perhaps for the rest of this decade, can we feel secure?

The answer is no. It is infinitely more desirable to have our sources of newsprint close to home and where we have more claim on them. Having to rely on a distribution system thousands of miles away and across oceans is hardly ideal. In the long run, therefore, publishers' interests lie in North America. North American supply-demand figures indicate a real need for more capacity in the near future. ☐

Employee Relations

The next five years will be marked by greatly increased and sophisticated efforts to organize both by historically strong newspaper unions and those not as traditionally prominent.



BY KEITH R. FULLER

Fuller, director of employee relations of McClatchy Newspapers, is chairman of the ANPA Human Resources Committee.

Predictions for the employee relations field at the beginning of the decade focused on rapidly evolving technology and the dramatic impact it would have on long-practiced crafts, skills and numbers of employees in newspaper production.

Looming as the primary problem was the effect of technology on jobs. Many were rendered redundant—including those held by many printers with lifetime contracts.

In the second half of the decade, elements of that problem remain in a few metropolitan areas.

But the bulk of affected employees have been handled by sometimes dazzling "buy-outs," retraining and natural attrition.

The impact of full pagination is yet to be felt within the newspaper business. However, the experiences of recent years in dealing with major technological dislocations—and the fact that most publishers are starting this next round of new technology from a considerably lessened employee base—make that problem more manageable.

Union members and their leaders also have a more realistic attitude toward accommodation of the inevitable change.

Earlier predictions for a dramatic surplus of mailers as the result of on-line inserting equipment and more sophisticated computerized systems have not come to pass.

Larger numbers of inserts and greater zoning needs have increased rather than decreased personnel needs in this area. There likely will be no discernible change by decade's end except for an increase in part-time help so the work force will more closely match the work load.

Earlier predictions also assumed a consolidation of the graphic arts unions into a synergistic force. This has partially come to pass with the merger of the pressmen and engravers into the Graphic Communications International Union.

The odd men out continue to be The Newspaper Guild and the International Typographical Union, which did not merge as predicted.

However, the Guild ultimately will be forced to merge with the GCIU or Communications Workers of America to assure a significant economic and power base. And the ITU is threatened to be torn apart with the beginning of major mailer defections to the Teamsters union.

Despite technical and legal questions, the best guess is that the bulk of the ITU mailers will be in the Teamsters by the end of 1985. Whatever is left of the ITU will then merge wherever it's possible to do so.

The ramifications of these changes will significantly affect the ITU's bargaining power for the remainder of the decade. It also will have profound legal and economic effects on the ITU-negotiated pension plan.

The next five years will be marked by greatly increased and sophisticated efforts to organize both by historically strong newspaper unions and those not as traditionally prominent, such as the CWA and the United Food and Commercial Workers International union. The Guild and others will push hard in the white-collar areas in their desperate search for new members.

The courts and the National Labor Relations Board will continue a trend to reverse the pro-union decisions. They will inject a more even-handed approach that will lessen the unions' ability to discipline and control their members—and will stop some of the sanctioned interference with employers' proper management functions.

Supervisory and management training will be an area of major and increasing emphasis. It will be based on the fundamental proposition that good management should provide a strong payback in higher employee morale and greater efficiency in all departments, including the newsroom.

Also to be emphasized are programs to increase the number of women and minorities entering the industry. There will be particular attention to their development into managerial and professional positions.

Evolving problems in the second half of the decade that will try human-resource professionals will include the "comparable worth" pay issue for women.

It is almost inevitable that the compelling need for more tax revenue will result in greater taxation of employee benefits. That will demand an analysis of benefits programs and the manner in which money is spent on them to provide maximum benefit with the least onerous tax consequences.

But at the same time, the next five years should present relatively low, stable inflation that will ease pressure on wages.

And there will be a continuing trend of concessions from labor.

The period also will be marked by "reality bargaining" as a result of the early 1980s recession and the understanding by management and unions that they must work together. Changing technology, fickle demands of the marketplace, and the multiplicity of competitors demand it. ☐

Training

Robert L. Burke of ANPA was true to the mark in January 1980 when he attempted to project newspaper training and career development needs. He correctly anticipated:

- Circulation training programs have especially proliferated, with distribution a crucial factor in marketing plans, news-editorial and advertising zoning, increased single-copy sales, special target selling efforts, and elaborate promotion campaigns.
- Strategic and long-range planning are part of virtually every management-skills program these days.
- Managerial- and supervisory-development seminars and workshops have sprouted everywhere. Stress management, team-building, organizational development, leadership styles and communications skills are being emphasized as managers deal with new attitudes and values of the 1980s work force.

What lies ahead for the rest of this decade? Here are several possibilities, as changing technology, readership needs, advertising requirements and management tactics force newspaper training and staff development into new directions.

1. We, as an industry, have only begun to focus on modern management and supervisory techniques. The entire field of human behavior in the workplace, internal communications, disciplining, performance evaluation, goal-setting, strategic planning and the plain old-fashioned art of listening will receive even broader attention. Larger newspapers, groups and corporations will continue to send promising executives to advanced management programs like the one at Harvard University.

2. More cross-training efforts will be undertaken, both in-house and outside the newspaper, as managers are urged to understand one another's jobs and responsibilities. The American Press Institute will offer two new seminars in 1985 that address this cross-training purpose. One, "The Non-News Side of Newspaper Publishing," is for editors and newsroom managers who need a working knowledge of how non-news operations and departments function. The second, "News-Editorial Management for Non-News Executives," will cover newsroom operations and decision-making for those in general management who have never worked in news.

Cross-training will promote the use of productive management teams or task forces throughout newspapers as we move away from the tradition of specialized professionals running strictly vertical departments.

3. There will be attempts to develop "communications executives," those at the general manager or planning director level. Using the newspaper as the company anchor, they will become involved in new-product development (such as direct-mail newsletters), in selling portions of the newspaper's information base to other forms of transmission, in creating new revenue sources and in building other diversified media services.

4. There will be an everlasting attempt to improve quality as publishers upgrade the newspaper page by page, section by section. Training conferences will be plentiful on ethics and standards, writing and editing, photo and graphics quality, color quality, design and packaging quality, advertising effectiveness, and printing and reproduction quality.

Training programs, especially those that mix members from all parts of the United States and Canada, will provide newspapers with the ideal method for improving quality—by comparison and self-examination. Thus, API and other training organizations will build in even more workshop sessions that contain hard-hitting critiques and candid analyses of attendees' papers.

5. Between now and 1990, these issues will be at the forefront of debate and discussion in training sessions: technology and its cost-efficiencies, as well as its contribution to quality improvement; content selection and intelligent page design that makes efficient use of expensive newsprint; methods for improving the public perception of newspapers; ways of evaluating promotion effectiveness; new research that reinforces advertiser interest in the strong sales impact of newspapers; and ways to explain the benefits of the newspaper to readers and advertisers.

6. Training of all kinds, whether a weekend management retreat 20 miles from the newspaper or a nine-day seminar in Reston, Va., will continue to offer a variety of intangible values: a means of staying current with newspaper trends and issues; practical problem-solving approaches to tough management situations; stimulation and inspiration from discussion leaders and other seminar members; a renewed sense of professionalism; personal growth; and the assurance that your newspaper is working in the right direction.

The tendency to share techniques and ideas while learning, whether at a national conference or a weekend regional workshop, will continue to build the newspaper industry's strength in the years ahead. ☐

Training conferences will be plentiful on ethics and standards, writing and editing, photo and graphics quality, color quality, design and packaging quality, advertising effectiveness, and printing and reproduction quality.

BY FRANK QUINE

Quine is director of the American Press Institute in Reston, Va.

Education

For the next five years, some strong outside influences, such as the drop in government funding for education and the demand for stricter graduation requirements and performance, will affect NIE and journalism education.

BY JUDITH D. HINES

Hines is vice president and director/ ANPA Foundation

A sidelong look at our January 1980 predictions finds them holding up fairly well. Either we guessed well or knew better than to go too far out on a limb.

Taking the bad news first, the major misreading of the future of the Newspaper in Education program was a prediction that television and newspapers would become tied together through combined educational efforts. That hasn't happened, though several abortive attempts are now in the record book.

In journalism education, we assumed that significant numbers of internships in circulation, advertising, marketing and promotion departments at newspapers would be offered to journalism and business-administration students. That's still a solid idea, but it hasn't taken hold.

Now for the good news regarding our forecast of five years ago:

The crystal ball cleared with fulfillment of our prediction that adult education would take on new significance. Programs and materials in this area have multiplied in the last two years, as have ANPA Foundation's working relationships with national adult-literacy groups.

We were right, too, when we said that newspapers would develop new techniques, such as in-paper features and PTA workshops, to help parents share the fun of learning with their children by using the newspaper.

We predicted there would be new and stronger state and regional NIE organizations. Thanks to the emergence of NIE Week—a major innovation *not* foreseen in 1980—there is an NIE committee in every state to plan NIE Week activities.

As for journalism education, we predicted that the "total newspaper" approach would be accepted in journalism schools. A recent survey indicates there are more than 150 courses now being offered to news-editorial students on media economics, management and marketing.

We forecast that more reporters, either as new graduates or at mid-career, would find it necessary to specialize in areas such as economics, health and energy.

Indeed, many journalism schools now require concentration in subject areas beyond the skills courses, and some have started added specialities such as medical reporting to their own curriculum.

And the next five years? Some strong outside influences, such as the drop in government funding for education and the demand for stricter graduation requirements and performance, will affect both NIE and journalism education. These and other factors lead us to predict that:

- Public/private partnerships in education will grow. Individuals, community organizations and businesses will take a more active part in schools' day-to-day operations. Newspapers will be asked—and will want, for the sake of community relations—to mount educational projects beyond NIE.
- Programs to combat illiteracy at all ages will receive greater attention. For obvious reasons, newspapers must be involved.
- NIE will grow from within—changing and expanding the current 600 programs—rather than as a result of the addition of many new programs.
- The number of news-editorial students will continue to drop, as it has for several years. Moreover, perceptions about the viability of the newspaper business and about comparative starting salaries may loosen newspapers' present hold on journalism students with highest grades.
- Minority journalism programs at all levels of education will grow in number and effect. Hispanic and Asian-American programs will receive attention that may have been lacking in the past.
- Writing skills will claim their proper place among the "three Rs," just as reading performance has improved in the last five years. This will influence both NIE and journalism education, and perhaps tie them together in new ways.
- Many journalism schools will continue to hurt badly for money for faculty, travel and facilities. A large number of accredited programs are at public universities in states where tax revenues earmarked for education are scarcely maintaining the status quo.

Experiments in electronic publishing will continue the rest of this decade, but the real telecommunications "explosion" will not take place until the next decade. Eventually, however, the general public will view print media, television, radio, cable TV, teletext, videotex and other computer-based information technology as interchangeable parts of a whole information package.

Efforts will continue to uphold First Amendment rights, and they will be highlighted by celebration of the bicentennial of the U.S. Constitution in 1987. Many press and educational associations—and probably even some groups that do not always share our views—will pay special heed to the importance of free speech in a democracy. □

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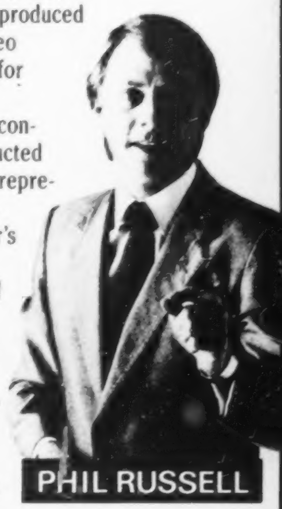

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Newspaper analysts optimistic on second half of '80s

Editor's note: As part of this special outlook issue, presstime invited the following media analysts to offer their views on the remainder of the decade.

John S. Reidy

Some observers perceived the newspaper industry at the start of the decade as a business threatened by emerging electronic distribution technology. Today, those concerns seem to have largely evaporated.

Lack of consumer enthusiasm and relatively high fixed costs suggest that electronic delivery of information and advertising into the home remains a technology in search of a market.

Newspapers, however, are not immune to selective erosion of advertising dollars from alternative local print media, including pennysavers, shoppers and the expanding shared-mail business. The threat of shared mail will be countered most effectively by newspapers' total-market-coverage programs that reach non-subscribers in conjunction with pricing plans combining ROP advertising and inserts.

Increasingly, newspapers also are discovering that zoned editions reaching targeted local audiences are an effective weapon in ongoing battles with alternative local print media.

Growth in newspaper advertising revenues remains a function of the overall inflation rate and advertising rate increases, individual market growth rates, linage expansion and circulation increases. Over the first half of this decade, newspaper ad revenues have grown at a compound annual rate of 11-12 percent, including an estimated 14- to-15-percent gain in 1984.

This year, in the context of a projected inflation rate of about 5 percent, we expect a newspaper industry-wide advertising rate increase of 7-8 percent, linage expansion of 2-3 percent and circulation growth of perhaps 1 percent.

These estimates suggest a healthy growth in newspaper ad revenues of 10-11 percent, albeit below the handsome estimated 14-15-percent gain in 1984.

Putting ad-revenue growth into a broader macroeconomic perspective, last year's increase exceeded the nominal 11-percent growth in the gross national product by three to four percentage points. The estimated 1985 expansion is about three percentage points above our expectations for nominal GNP growth of 7-8 percent.

The newspaper industry has reaped substantial cost savings from the application of computer technology to the production process. Further but more modest cost benefits are anticipated from the installation of labor-saving equipment in mailrooms.

For the remainder of the decade, we believe newspaper advertising rates will continue to rise two or three percentage points faster than the rate of inflation, as newspapers offer advertisers unique local franchises.

Linage should rise with the cyclical stimulus from classified advertising at rates of 2-3 percent.

Circulation should grow approximately 1 percent. Circulation revenues are likely to expand 7-8 percent when periodic price hikes are taken into account.

Overall, we expect newspaper-revenue growth in the second half of the decade to come close to that of the last five years.

Perhaps there is no better indication of the industry's future than the prices buyers are willing to pay for newspaper acquisitions.

Perhaps there is no better indication of the future of the newspaper industry than the prices buyers are willing to pay for newspaper acquisitions. While some of the details are proprietary, it is our impression that most newspaper purchases in recent years have occurred at prices in excess of 11 times newspaper cash flow—that is, earnings before taxes, interest and depreciation. With buyers willing to pay 20 to 25 times after-tax earnings for newspaper properties, we suggest the industry's long-term prospects are very favorable.

Reidy is vice president/media analyst for Drexel Burnham Lambert in New York City.

Joseph Fuchs

As the medium of choice for the local advertiser, newspapers and the newspaper industry should experience revenue gains in 1985 and through the decade that, on average, will at least match nominal growth of the gross national product.

With technology continuing to provide productivity advances as the industry moves toward full pagination, and as improved equipment enhances the efficiency in areas such as the mailroom and loading dock, the largest cost risk, as always, continues to be unexpected and dramatic moves in the price of newsprint. Nevertheless, the industry should be able to produce modest gains in profit margin that are several percentage points ahead of overall corporate averages.

In the near term, the impact of an expected slowdown in the pace of overall economic activity is likely to yield the inevitable slowing of advertising revenue growth. From the 16.3-percent advance posted in 1983, newspaper advertising revenues were expected to show approximately a 13-percent gain in 1984 and slow further to about 10 percent in 1985.

Given the current advanced stage of the business cycle, and the impact of disinflation, this forecast pace is strong relative to overall economic indicators. Nevertheless, the slowing of momentum places an extra premium on cost management in any effort to achieve targeted profit objectives. Any hoped-for revenue surge to compensate for unexpected costs is unlikely to materialize.

In a business characterized by the relatively high profitability of the incremental advertising unit, especially in the classified sector, a slowing business environment also focuses attention on pricing strategies.

While ad pricing is expected to be at rates in excess of the consumer price index, this will depend on aggressive marketing and continued product-enhancement activities such as demographically targeted special sections and efficient zoning.

In the area of circulation, the battle between maximized penetration and circulation revenue should continue. That is, there will be an ongoing question whether circulation price hikes will result in loss of circulation revenues.

The expectation is that there will be major initiatives to increase penetration by improving both the product and its marketing to readers. But at the same time, there appears to be no reason to expect timidity on the part of newspapers in increasing prices. The 35-cent daily newspaper is rapidly becoming the norm, while home-circulation rates should climb proportionately.

Overall, the business environment for the remainder of the 1980s seems likely to emphasize a competitive consumer economy and the necessity of advertising.

The largest cost risk, as always, continues to be unexpected and dramatic moves in the price of newsprint.

To maintain and enhance their already incredibly valuable newspaper franchise, leading publishers likely will continue tailoring their product to meet consumer demand. Higher circulation penetration, enhanced advertiser appeal and successful competition with direct mailers likely will depend on increased editing for the consumer with less emphasis on traditional editorial values.

Increasingly, editing must be for the reader rather than for the editor, with consumer research likely to play an increased role in deciding product format.

In a society where the average household currently spends slightly more than seven hours a day with the television set on, concise editing, color and quality printing are likely to be growing necessities for a newspaper to succeed with both advertisers and readers as the decade progresses.

Fuchs is vice president of Kidder Peabody & Co. in New York City.

John Morton

The prospect of a slowdown in the economy with continued high interest rates in 1985 suggests that newspapers probably will have a difficult time matching 1984's growth rates in revenue and earnings.

Newspapers still should have a prosperous year, though, with average earnings increases of about 15 percent. If the slowdown turns into a real economic bust—and we claim no more clairvoyance about this prospect than anybody else—the growth in newspaper earnings could wind up in the 8-to-10-percent range.

The early signs this year won't be encouraging, because all of the companies will face difficult comparisons with exceptionally strong performance in the first six months of 1984.

Moreover, most of the gain in 1984's first half came from a surge in classified revenue, with automotive and help-wanted contributing most to pushing up volume. The strong growth in these two classified categories probably is behind us, unless the economy unexpectedly surges upward. Real estate classified was sluggish in 1984 and likely will not do much better in 1985 if interest rates stay up.

Thus, we would be surprised if total advertising linage in 1985 as a whole rises more than 2 or 3 percent above 1984 levels. Most rate increases will be in the 6-to-8 percent range, meaning that many newspapers will do well to increase advertising revenue by 10 percent.

We expect circulation revenue to increase by nearly that much, with price increases accounting for all but 1 or 2 percent of the gain.

Fortunately, revenue increases of this magnitude are well above expected cost increases. For example, labor rates on average will go up about 5 percent, judging by recent contract settlements. Newsprint prices through the first quarter will be about 7 percent ahead of last year. A few paper companies have announced further increases of about 6.5 percent to take effect April 1, but we expect the effect of that to be delayed until mid-year—either by a delay of the effective date or by widespread discounting.

The major challenges that newspapers will face in 1985—and indeed for the next five years—are the consequences of declining coverage of households. Newspapers have been slow to deal effectively with this problem. Admittedly, there are no easy solutions. The best solution is higher circulation, but it will take years of investing in higher editorial quality and improved appearance before the trends of recent years can be reversed significantly.

Meanwhile, although many were woefully slow in doing so, most newspapers have adopted some kind of total-market-coverage program to counteract advertis-

The major challenges that newspapers will face are the consequences of declining coverage of households.

ers' worries about household coverage. This helped newspapers hang on to a solid share of preprint advertising, but it has not slowed the growth and aggressiveness of marriage mailers. Advo-System, in some areas of the country now delivers whole states and even several states at a time, and we fear that newspapers will have an increasingly difficult time beating the economies of scale that kind of printing and delivery will produce.

It is time that the newspaper industry devises some means of offering preprint delivery on a much broader scale than just individual newspaper markets. Dennis E. Gaukel, advertising director of the Des Moines Register, neatly summed up the problem: "Newspapers have a gas-station mentality when they should be thinking like Exxon." Advo, of course, has an Exxon mentality.

Increased competition from direct mailers and others may put pressure on newspaper profit margins in coming years. Despite this, we are confident that newspapers will continue to prosper through the 1980s—especially those newspapers that make wise investments in improving editorial quality and appearance.

Morton is a media analyst for Lynch, Jones & Ryan in Washington, D.C.

J. Kendrick Noble Jr.

The economic outlook assumed in this forecast is unlike any we have used in prior years: Low inflation, high real interest rates and prolonged—though modest—real economic growth. Given these factors, what we would describe as excellent prospects for newspapers may not seem so at first glance.

In this environment, the strengths of well-positioned newspapers include their relative pricing power, particularly for circulation; domestic orientation; high cash flow to cope with high interest rates, permitting implementation of new technologies and aiding in acquisitions and startups; and the prospect of modest labor-cost increases because of low inflation.

An area of vulnerability for many U.S. newspapers is their need for imported newsprint. Unpredictable currency fluctuations can result in corresponding variations in newsprint prices.

Another area of uncertainty is heightened competition for advertising and readers.

In addition, newspapers that are second in their markets to strong leading dailies and evening newspapers likely will continue to fail as many have in the high-interest-rate environment of the past decade.

Based on a variety of sources,* we see the U.S. newspaper industry evolving as follows:

	1983(1)	1984(2)	1985(2)	1990(2)
Number of daily newspapers				
Morning	417	416	429	499
Evening	1,255	1,250	1,225	1,058
All day	29	35	37	60
Total daily	1,701	1,701	1,691	1,617
Sunday	772	790	806	896
Circulation (in thousands)				
Morning	33.570	34.560	35.867	43.044
Evening	29.041	28.932	28.054	22.618
Total daily	62.612	63.492	63.921	65.66[illegible]
Sunday	56.712	57.298	58.003	61.730
Gross advertising expenditures (in billions of dollars)				
Retail	11.841	13.281	14.253	21.650
Classified	6.007	7.459	8.553	14.751
National	2.734	3.012	3.202	4.544
Total	20.582	23.752	26.008	40.845
Total net revenues (in billions of dollars)	23.130	25.387	27.617	41.532

*Sources: Newspaper Advertising Bureau, U.S. Bureau of the Census and PaineWebber Inc.

(1)Actual
(2)Estimated

The table presents what we consider to be conservative revenue projections for the rest of the decade. They are nearly 9 percent per year. Meantime, the number of dailies is projected to decline at a rate of approximately 1 percent per year. Thus, the average newspaper is projected to grow at about 10 percent per year.

Newspapers that are second in their markets to strong leading dailies and evening newspapers likely will continue to fail.

If the dollar is relatively stable, average newspaper earnings should grow about 12 percent annually. Companies using excess cash flow for acquisitions or start ups could grow even faster in both revenues and earnings, exceeding the projected rate of the average American company.

Noble is first vice president of PaineWebber Inc. in New York City.

Miffed Mobil still deals with Dow Jones

In a much publicized break, Mobil Corp. cut off relations with The Wall Street Journal, but the giant company continues to release information to the Dow Jones News Service.

Mobil spokesman John Flint explained that the news and advertising boycott was aimed specifically at the Journal—and not at all Dow Jones publications.

He said the boycott comes "after five years of problems with working with the Journal." He named balance of coverage, "introduction of gossip" and "excessive use of unattributed sources" as being among the problems.

Lawrence A. Armour, a spokesman for Dow Jones & Co., responded that Mobil wants coverage of "the cheerleading variety. . . . People get mad at us all the time," but the Journal continues "to cover companies whether they talk to us or not."

Meanwhile, Mobil's advertising agency told the Journal not to expect any Mobil ads through 1985, Armour reported. Mobil spent over $500,000 on advertising in the Journal in 1984.

Flint said the catalyst for the boycott was the Journal's decision to report on only one of three Mobil press releases sent on the same day. The release provided information for a Nov. 16 story on a Mobil project involving the son-in-law of Mobil Chairman Rawleigh Warner Jr.

The other releases concerned oil prices and a refinery closure.

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NEVER ON SUNDAY ONLY

Forcing subscribers to take a weekend's worth or a full week of papers helps circulation, administration

BY MARGARET GENOVESE
presstime staff writer

"We want to make your every weekend a three-day weekend." With that appealing pitch, the Lexington (Ky.) Herald-Leader informed its 17,000 Sunday-only subscribers last August that Sunday-only delivery to the home was no longer being offered.

Beginning Sept. 1, these subscribers were told, they would receive—and pay for—the Herald-Leader's new "Three Day Weekend" package of Friday, Saturday and Sunday editions. The only other home-delivery subscription available would be the seven-day buy.

The goal of the new subscription program is to improve daily circulation, says Creed C. Black, chairman and publisher of the Lexington Herald-Leader Co. Sales of the Sunday Herald-Leader had been growing "dramatically," he says, creating a "big gap" between Sunday circulation and that of the daily newspaper.

According to the Audit Bureau of Circulations' report for the six-month period ending last March 31, Sunday circulation of the Herald-Leader averaged 132,912, compared with an average of 109,114 for the other six mornings.

Black describes the Herald-Leader's strategy this way: "We hope that over the long haul, once we get people to read the paper for three days, that we can convert them to seven-day readers."

The subject of eliminating Sunday-only subscriptions and "forcing" Sunday subscribers to accept editions published on other days of the week is one of considerable interest, says Joseph B. Forsee, general manager of the International Circulation Managers Association, although he adds: "I wouldn't say (the practice) is awful prevalent."

At its annual sales conference last June, ICMA held a well-attended workshop on how to convert Sunday-only subscribers to "weekend" subscribers—either by forcing the purchase of other days or by promoting a weekend package.

Of course, in order to stop Sunday-only home delivery, a newspaper has to offer it in the first place. Generally, Forsee says, larger circulation newspapers offer a Sunday-only option and smaller circulation papers offer only one home-delivery plan—all or nothing.

Of the 10 U.S. newspapers that started Sunday papers last year—all of them with 30,000 circulation or less—only three offer a Sunday-only option, and one limits it to motor-route customers.

In addition to the Lexington Herald-Leader, at least three other daily newspaper companies dropped the Sunday-only option last year: the Augusta (Ga.) Chronicle and Herald, The Commercial Appeal of Memphis, and The Tampa Tribune.

And several others did it earlier, including The Charlotte (N.C.) Observer, The Dallas Morning News, the Dallas Times Herald, The Greenville (S.C.) News and Greenville Piedmont, the Houston Chronicle, and The Miami Herald.

In these 10 cases, six offered a new Saturday/Sunday combination and the others a new three-day package.

Besides the obvious objective of boosting circulation on days other than Sunday, administrative and carrier problems associated with single-day delivery are reasons cited for ending Sunday-only subscriptions. Some newspapers report that complaints about service ran substantially higher among Sunday subscribers.

A key to acceptance of the change is to make sure that whatever combination of editions being forced on subscribers is attractive from a content standpoint, executives at these papers say.

For example, the Augusta newspapers, which began forcing a Saturday edition on their Sunday-only subscribers last February, moved their TV tabloid from Friday to Saturday. A Saturday/Sunday combination there was established at the same time the afternoon Herald was combined with its sister morning paper, the Chronicle, on Saturdays.

A two-day package makes sense because of the increased leisure time available to readers on those two days, says Jack Butcher, circulation director of the Tampa Tribune, which last August dropped Sunday-only home delivery and began a Saturday/Sunday combination. "We have been capitalizing on that on Sunday, but we have not been capitalizing on Saturday," says Butcher, who currently serves as ICMA president. "Give the people the product when they have time for it," he advises.

Lexington's Black also thinks his paper's three-day combination is a logical one and a good way to try to attract younger readers. Promotion of the package stressed the "Weekender" guide to activities carried in the Friday paper and the coverage of high school and college sports published on Saturdays.

Reaction to force feeding. Subscribers' reaction to being forced to swallow the extra editions has been mixed. In Lexington, about 2,600 of them gagged, canceling their subscriptions.

At the same time, 14,600 Sunday-only subscribers agreed to the Friday-Saturday-Sunday combination. That has meant an increase of about 5,000 in the newpaper's Monday-through-Saturday circulation average, Publisher Black says.

In addition, many of the 2,600 dropouts may have switched to buying the Sunday paper from a newsrack or retail outlet. Circulation Director Douglas Summrell reports that single-copy sales of the Sunday edition are up by more than that number over last year.

Fears that subscriptions to the three-day package would come at the expense of seven-day subscriptions have not been realized, Black notes. The percentage of new seven-day subscription starts in relationship to all new starts has remained almost the same as before the new three-day package was started—63 percent now compared with 64 before.

Like the Lexington Herald-Leader, The Commercial Appeal in Memphis also did not win over all of its Sunday-only subscribers with its two-day package. It lost 3,600 of 35,000 Sunday-only customers. But, just as in Lexington, single-copy sales for Sunday are up—averaging 5,600 above the year-earlier level, according to Circulation Director Jeffrey J. Hively.

Subscribers' reaction to being forced to swallow the extra editions is mixed.

The Augusta Herald and Chronicle recorded only eight stops after implementing its Saturday/Sunday combination, reports Circulation Director Vadis I. Wylds. Although two subscribers threatened to get up petitions opposing the new deal, he reports nothing came of it. "We did go all out to make sure this thing worked."

Not surprisingly, the situation with stops often was affected directly by pricing decisions. The newspapers in Lexington, Memphis and Augusta all raised prices to reflect the added editions.

On the other hand, The Tampa-Tribune developed a plan whereby its subscribers got the Saturday and Sunday editions for the price previously paid for Sunday only. As might be expected, Circulation Director Butcher reports no adverse reader reaction.

Butcher says Sunday-only subscription prices were raised in anticipation of the move to 75 cents, a quarter higher than the newsstand price. When the Saturday/Sunday combination was introduced, the newspaper in effect rolled back the price for Sunday home delivery to 50 cents and charged 25 cents for the Saturday paper. The plan, he adds, meets the ABC rule that allows newspapers to count as paid circulation copies sold for at least 50 percent of the basic subscription price.

While it may be the strategy getting the most attention, forcing subscribers to take more than just the Sunday paper is not the only way newspapers can implement forced buys. Another is to force daily subscribers to take the Sunday edition. For example, of the 10 newspapers starting a new Sunday edition last year, seven forced it on their daily home-delivery subscribers by not offering a daily-only option.

Legal questions. One newspaper company whose new Sunday edition was included in its weekly home-delivery subscription package had an antitrust lawsuit filed against it last year in U.S. District Court.

The plaintiffs—identified in their complaint as one former and two current subscribers—contend the Daily Sun of Lewiston, Maine, illegally tied the sale of its new Sunday paper, launched in 1983, to the sale of the daily editions of the Lewiston Daily Sun and Evening Journal. Federal antitrust laws prohibit tie-in arrangements in which the sale of one product is conditioned on purchase of another product.

Although newspaper legal experts advise that, as a general rule, any major change in a newspaper's circulation program should be subjected to careful legal analysis, they say case law is nearly all on the side of newspapers that sell editions in combination.

"There are numerous cases that have been decided previously that say that separate editions of a newspaper are not separate products for antitrust purposes," says L. Michael Zinser of the Nashville law firm of King, Ballow & Little, which is representing the Daily Sun.

But, Zinser adds, "As far as I have been able to determine, the exact issue being addressed in Lewiston, whether Sunday is a different product, has never been fully litigated."

Zinser also points out that in the Lewiston case, the plaintiffs have the option of purchasing the newspaper from single-copy sales outlets. "Usually a tying arrangement case involves a person being coerced into doing something," he says. "There is no individual coercion here."

Another somewhat similar, antitrust lawsuit, in which an illegal tying arrangement is alleged, was filed last month.

The Arkansas Gazette of Little Rock, in an antitrust lawsuit against the Arkansas Democrat, another Little Rock daily, claims that subscribers to the Democrat's co-owned newspaper, the Sentinel-Record in Hot Springs, were forced to take the Sunday edition of the Democrat as part of their subscription to the Sentinel-Record. (See story, p. 9.)

Both cases are being watched closely by newspapers that have—or are considering—a forced arrangement in their communities.

Antitrust questions aside, not all newspaper circulation executives think forced buys are the way newspapers should be sold. "I think newspapers make a mistake when they don't sell a Sunday-only subscription, or by the same token if someone wants just daily only," says Howard L. Hay, vice president and director of circulation of the Chicago Tribune. "I think in the future, consumers are going to request selected-day delivery."

But papers that have done it are pleased with the results. Says Butcher of The Tampa Tribune: "It's been all plus for us." □

Robert N. Brown

An innovator in the heartland

BY MARCIA RUTH
presstime staff writer

Many times, it's the large newspaper that achieves recognition for unique, technological innovation or plant design.

But in America's heartland, there's an outstanding example of a small family-owned newspaper group that also has gained a reputation in publishing circles as a technological innovator—in large measure because of the company president's technical expertise.

Robert N. Brown, the fourth generation of a family of Indiana newspaper publishers, was trained as a professional engineer. And the company known as Home News Enterprises is replete with examples of his technological bent.

The Daily Journal of Franklin, Ind., which now has 14,567 circulation, led the way for U.S. dailies in 1963 when it became the first one to build an offset printing plant from scratch.

The Republic of Columbus, Ind., operates out of a plant that in 1975 earned Skidmore, Owings and Merrill an Honor Award for excellence from the American Institute of Architects.

When Brown found new offset technology lagging behind the needs of his pacesetting papers, he simply invented two new devices: a Copy Cutter to trim columns of phototypeset copy and a Column Flo Camera (formerly marketed by Mergenthaler Linotype Co.) to assemble, sort and photograph material for classified ads.

"He's not afraid to get his hands dirty," says Stewart Huffman, editor of The Republic, which with a daily circulation of 22,866 is the group's largest as well as its oldest paper, having been established by Brown's great-grandfather and grandfather as The Weekly Republican in 1872. It went daily five years later.

In a moment revealing both Brown's interests and management style, Huffman remembers his "crawling under the desks with a drill to install cup hooks for computer wires" the weekend his paper converted from typewriters to VDTs in 1976.

With the same "do it now" attitude, but reflecting his sweep of interests, Brown took a look at the pristine walls of the American Press Institute building in Reston, Va., and promptly commissioned a wall tapestry from the building's renowned architect, Marcel Breuer.

"Meticulous" and "thorough" are words often used to describe Brown. "I have no interest and no desire in running or owning any second-rate publications," he says, his voice taking on the firm edge that underlies his hands-on approach.

At the same time, Brown is known to place a great deal of trust in people who run departments in which he has less expertise—primarily home-grown talent that moved up through the ranks. "I hire good people," he says. "My job is to let them do their job."

He gets high marks from fellow publishers for sharing his knowledge.

Malcolm F. Mallette, director of development of the American Press Institute, terms him "all a small-town publisher ought to be." At API, Brown has served as a discussion leader at more than 30 seminars over two decades, was on the board for 10 years and has been a member of the executive committee for the past three.

During his nearly 40 years in publishing, Brown has also served as president of the Hoosier State Press Association and of the Inland Daily Press Association, as a director of the former ANPA Research Institute, and as a member of the United Press International Advisory Board.

It's also noteworthy that Columbus, where Brown was born and raised, is no ordinary small town. The largely blue-collar manufacturing center has earned the title of "The Athens of the Middle West," largely through the efforts of J. Irwin Miller, president of Cummins Engine Co., which is the city's largest employer. Miller made an agreement with the city's business and civic leaders that if they would pick architects from a select list, he would pay the fee.

Hence the 30,000-population city not only has a newspaper plant designed by one of the nation's foremost architectural firms but also such buildings as a library by I.M. Pei, a fire house by Kevin Roche, and churches by Eliel and Eero Saarinen.

It is in this environment that Brown's showcase plant in Columbus became "one of those places (for publishers) to look when they're trying to figure out how to build their own," says Richard Cardwell of the state's press association.

Now 64, Brown is beginning to curtail his work schedule somewhat, spending more time with his wife, Betty, at their spacious California-style home on a small lake outside Columbus, and also setting aside time for worldwide travel.

Deeply rooted in Hoosier tradition, Brown (Purdue, class of '41), his wife, three daughters and one son all graduated from Indiana universities. The son, Jeffrey, just got an MBA and is about to start as advertising manager of the family's fifth and newest Indiana daily, The Herald-Journal in Monticello. He will become the fifth generation of Browns at Home News Enterprises.

"It's a labor of love," says Bob Brown, who once thought he had to choose between engineering and publishing, but managed to create a marriage of both in his own backyard. ☐

Reality remains elusive goal for reporters on campaign trail

BY DAVID S. BRODER

When it comes to appraising coverage of the 1984 presidential campaign, others who were more distant from the subject are probably in a better position than I am to make judgments. I read a number of insightful stories in the newspapers and magazines I saw during the year, and watched a number of television reports that showed unusual care and craftsmanship.

The year was particularly notable for the emergence of several strikingly talented newcomers to the presidential trail, whose debuts hold promise of continued improvement in the way in which this important story is covered in future years.

But if criticism—even second-guessing—is more useful than praise, what should be said is that in several important respects, we in the press probably fell short of what the public has a right to expect.

Part of the failure was institutional and habitual. We failed to crack the cocoon that was built around the President of the United States. We failed to gain access to him and therefore failed to achieve anything like parity in the treatment of the rival candidates for the White House.

It is not a new problem. We faced it in 1972 with Richard M. Nixon and failed. We faced it again in the early part of 1980, when Jimmy Carter declined to come out of the White House and confront Ted Kennedy. This year, we failed again by permitting without adequate protest Ronald Reagan to go from July to November with no formal press conference.

Certainly, there was pressure from the White House press corps for President Reagan to schedule such a session, but, as his handlers later acknowledged, not as much as they expected—and not enough for them to consider it a serious problem. As a result, Reagan turned the election, which should have been a dialogue with the people on the serious policy choices facing the country and its government, into something that resembled an Olympic torch procession interrupted by two debates.

This kind of election damages and dismisses democracy. It ultimately is more of a disservice to the winner than the loser, for it denies him the opportunity to use the campaign period to construct an agenda and a mandate for his government. As we learned after the election in daily stories out of the White House and the Office of Management and Budget, the reality of the fiscal and budgetary and foreign policy choices facing the second Reagan administration was far different from—and more complex than—the rosy picture the President summed up in his favorite campaign line, "You ain't seen nothin' yet."

David S. Broder

That is part of a larger point, which I think all of us in journalism recognize. What we deal with daily as "journalistic reality" is a long way from truth and from the reality of the political and governmental world.

In journalistic terms, we did not do badly in 1984 with what we define as reality. Much of our reporting is—I say this without defensiveness—horse-race journalism. Readers care about how the presidential race is going, who's moving up, who's falling back.

By and large, we called the 1984 race accurately: Gary Hart's coming (and going), weaknesses in John Glenn's campaign, the organizational strengths and accumulating political liabilities of the Walter Mondale campaign.

And, thanks to the access Mr. Reagan's campaign managers provided and their candor, I think we were able to describe the strategy and tactics of that campaign—even though we rarely got within hailing distance of the candidate.

In the end, the polls were right this year—not wrong—so we didn't have to go through the quadrennial exercise of apologizing for their inaccuracy.

But if we were lucky—or skillful—enough not to disgrace ourselves as handicappers of the presidential derby, we fell short of dealing with those larger and more important realities that perhaps necessarily elude us in journalism.

More often than not, we failed to bring into focus the fascinating and complex human beings who were at the center of this year's political drama.

The most important question, in some respects, in the 1984 election was, Who is the real Ronald Reagan? Is he the smooth, confident, masterful figure who dominated the campaign platform with his strong physique, his ruddy complexion, his powerful, mesmerizing voice? Or was he the fellow who sleeps through cabinet meetings, as one aide said, who keeps his 3-by-5 cards to prompt his conversation, even in informal meetings, who is protected by hovering aides, who has learned little of the substance of the presidency in four years?

Is he the Ronald Reagan of the Louisville debate, stumbling and hesitant, or is he the Ronald Reagan we saw on election eve, delivering a masterful television speech? If we had done our job—if our techniques had enabled us to answer the question definitively—would we not feel greater confidence that we had measured up to our full responsibilities?

Similarly, I think we were unsuccessful in defining the real George Bush or Geraldine Ferraro or Jesse Jackson.

What I conclude from all this is that even in a campaign year when we get the basic story right, as we did in 1984, we leave a great many questions—perhaps the vital questions—unanswered.

Reality is more subtle and more elusive than we and our critics suppose, and the "rules" of journalism that dictate our approach to it are perhaps less helpful and clear-cut than either we or they imagine.

So long as that is the case, we will always have room for improvement. ☐

Broder is national political correspondent and columnist for The Washington Post. The author of three books on American politics, he is working on a new book about the press and politics.

COURTS

Kansas court rules against Star in carriers' ongoing dispute

Five weeks after their appeal to the U.S. Supreme Court was turned down, independent-contract newspaper carriers fighting a decision by the Kansas City Star Co. to terminate their contracts were handed a victory by a state appeals court.

On Oct. 1, the U.S. Supreme Court let stand an 8th U.S. Circuit Court of Appeals decision holding that the newspaper's plan to change its circulation system from one using independent-contract carriers to one using delivery agents did not violate antitrust laws [**presstime**, Nov. 1984, p. 33].

However, on Nov. 7, a three-judge panel of the Missouri Court of Appeals ruled that the newspaper could not terminate its contracts with the carriers without cause. The decision reversed a 1982 ruling by the Jackson County Circuit Court that the newspaper had the right to terminate the contracts at will.

"The Star's conduct created a reasonable expectation in the carriers that the relationship was not merely one of a contract terminable at will," wrote Judge Anthony P. Nugent Jr. for the Court of Appeals. "It created a reasonable expectation that each carrier owned a business that could be conveyed and sold in the knowledge based upon over 90 years of history that the carrier's business would continue so long as the company's business continued and so long as the individual carrier performed his part of the bargain."

The state appeals court panel sent the case back to the county circuit court for disposition.

Steven G. Emerson, an attorney representing the approximately 270 carriers in the case, said they will seek damages equal to the fair market value of the routes as of Sept. 24, 1977, when the Star notified them that it was terminating their contracts. He estimated the applicable fair market value at between $17 million and $21 million. Interest and punitive damages also will be sought, he said.

In addition to monetary awards, he said, some of the carriers will seek injunctions requiring the Star to continue to deal with them as independent contractors.

The Star has asked the full state appeals court to hear the case or to transfer it to the Missouri Supreme Court. According to Samuel L. Colville, an attorney for the Star, if those requests are denied, the newspaper will appeal directly to the state Supreme Court. "We have every reason to believe that this court or the Missouri Supreme Court will change the decision in the case," he said.

According to Emerson, the carriers first filed suit in federal court in 1975 when they learned the newspaper was considering changing the delivery system. The suit was amended in 1977 after they were notified of the contracts' termination. Shortly after that, the case was split in two, with the federal action focusing on antitrust issues and the state action on contract issues.

COURT BRIEFS

- The California Supreme Court Nov. 19 ordered the **dismissal of a libel suit** against Reader's Digest and one of its writers.

The suit was brought by the controversial Synanon organization and its founder, Charles Dederich, over three sentences in a 1981 story about the awarding of the Pulitzer Prize to the Point Reyes Light for its series of stories critical of Synanon.

The Supreme Court said Synanon and Dederich were "public figures," which requires that it be shown the defendants acted with actual malice in printing the allegedly defamatory statements.

- In a related case, the California Supreme Court ruled that news persons have a **qualified privilege** to withhold the identity of confidential sources and unpublished information in a civil suit.

In overturning an order of the Marin County Superior Court, the Supreme Court said David and Cathy Mitchell, former publishers of the Point Reyes Light, do not have to turn over documents as requested by Synanon and Dederich in the discovery process in their libel suit.

- Five news organizations have asked a three-judge panel of the 9th U.S. Circuit Court of Appeals to reconsider its decision to send back to U.S. District Court a case challenging the constitutionality of a Washington state law against **exit polling** [**presstime**, Dec. 1984, p. 33].

Alternatively, The Herald of Everett, Wash., The New York Times, ABC, CBS and NBC are seeking a rehearing of the case by the entire 9th Circuit.

- In its first-ever decision interpreting Illinois' **qualified press shield** law, that state's Supreme Court Nov. 30 overturned a lower-court order requiring a reporter to disclose a confidential source.

Rob Warden, editor of Chicago Lawyer, had refused to tell a special grand jury the name of the person who leaked juvenile court transcripts to him.

DuPage County Circuit Court ruled last May Warden must disclose his source. In reversing that decision, the Supreme Court disagreed with the lower court that "all other available sources of information have been exhausted," as required by the shield law.

- A federal jury awarded the Rev. Jerry Falwell $200,000 in damages although it found he had not been libeled by a Hustler magazine liquor-ad parody.

In its Dec. 8 verdict, the U.S. District Court jury found Hustler and its publisher Larry W. Flynt had intentionally inflicted **emotional distress** on Falwell, who is president of the Moral Majority organization. It ordered Hustler and Flynt together to pay $100,000 in compensatory damages and $50,000 each in punitive damages.

Falwell had sought $45 million in the suit in which he charged Flynt, Hustler and its distributing company with libel, invasion of privacy and causing emotional distress. The privacy charge was dismissed.

Flynt and Hustler have asked Judge James C. Turk to set aside the jury verdict.

Supreme Court remands FOIA cases because of new federal law

The U.S. Supreme Court has sent back to lower courts two Freedom of Information Act cases it had agreed to review, saying a new federal law rendered the issue they raised moot.

The cases, *U.S. Department of Justice v. Provenzano* and *Shapiro v. Drug Enforcement Administration*, questioned whether the federal Privacy Act qualified as an exemption to the FOIA [**presstime**, Oct. 1984, p. 43].

Both cases involved individuals' FOIA requests to federal law-enforcement agencies for records pertaining to them. The Privacy Act allows law-enforcement agencies to exempt whole "systems" of records from access, whereas the FOIA details the specific circumstances under which information compiled for law-enforcement purposes may be withheld.

The relationship between the two statutes was clarified in an amendment to another FOIA-related law, the Central Intelligence Agency Information Act signed into law Oct. 15.

That amendment, which was supported by ANPA, makes it clear that the Privacy Act may not be used as the basis for a government agency's denying access to information that otherwise would be available under FOIA.

In sending the two cases back to appellate courts Nov. 26, the Supreme Court said the government may claim the information is exempt from disclosure under the FOIA for other reasons. ☐

Summary judgment still very common

A new two-year study by the Libel Defense Resource Center concludes "summary judgment continues to be the rule rather than the exception in libel litigation."

The study of 136 summary judgment motions by media defendants during 1982-84 found that the media's motions prevailed in 73.5 percent of the cases. LDRC noted this is down "only slightly" from the 75 percent found in a 1980-82 study [**presstime**, Dec. 1982, p. 16].

At the trial-court level, the study found media defendants were granted summary judgment in 80 percent of the cases, up from 79 percent in the earlier study. On appeal, defendants prevailed 66 percent of the time, down from 70 percent, the new study showed.

The study noted that although a 1979 U.S. Supreme Court case questioned the propriety of summary judgment in public-figure libel cases, where actual malice must be shown, media defendants still prevailed in 71 percent of the cases in which actual malice was a decisive issue. This was down from what the study called the "unusually high" 83 percent found in the previous study. ☐

Cameras favored

Camera coverage of state and federal court proceedings is favored by a majority of Toledo adults, according to a survey.

Conducted by two journalism educators at Bowling Green State University, the survey revealed 52 percent of respondents think newspaper and television photographers should be allowed to take pictures in Ohio courtrooms; 59 percent said they think cameras should be allowed in the U.S. Supreme Court [**presstime**, Dec. 1984, p. 33]. ☐

Column held opinion; libel complaint dismissed in Evans-Novak case

The U.S. Court of Appeals for the District of Columbia Circuit dismissed a libel suit against syndicated columnists Rowland Evans and Robert Novak. The case had been closely watched because it raised the question of whether statements in an editorial column are constitutionally protected expressions of opinion.

In a 6-5 decision Dec. 6, the appeals court upheld a decision by a U.S. District Court granting summary judgment in favor of the columnists.

In its majority opinion, the appeals court said courts should examine a statement and the context in which it appears to determine whether it is an assertion of fact or an expression of opinion. Because the Evans and Novak column appeared on the op-ed page, the average reader would consider a statement in it to be opinion, the court said. However, the court added it would be another matter if the same statement appeared in a regular newspaper article or an academic publication.

The decision reversed a ruling by a three-judge panel of the appeals court [**presstime**, Nov. 1983, p. 13]. ☐

REGULATIONS

FCC cites daily for 'preferred' listings of its TV station

The Federal Communications Commission said it expects The Forum in Fargo, N.D., to discontinue giving what it called "preferred listing" to WDAY-TV, a Fargo television station. Both the station and the daily newspaper are controlled by Forum Publishing Co.

The question of whether the newspaper gave preferential treatment to its sister station was raised during proceedings in which WDAY Inc. was granted a renewal of its license to operate WDAY-TV and permission to construct two satellite TV stations.

According to the commission's Oct. 4 memorandum opinion and order, signed by James C. McKinney, chief of the FCC's Mass Media Bureau, the Forum's prime-time television schedule lists WDAY first, although as Channel 6 it does not come first numerically. In the full-day schedule, WDAY is listed in order, after Channel 4.

McKinney noted that the commission had previously found the out-of-sequence listing by a newspaper of a co-owned broadcast station to be an abuse of cross ownership. "Therefore," he said, "we find that WDAY's preferred listing is an abuse and corrective action is expected."

As of late December, The Forum had not changed its prime-time listings order. William C. Marcil, president and publisher of Forum Publishing, said attorneys for the company are discussing the matter with the FCC.

Although this is not the first time such abuses have been alleged, FCC officials say there has not been a large number of cases involving the listings issue [**presstime**, Oct. 1979, p. 15]. ☐

Newspapers advised to check buildings, equipment for carbon-monoxide buildup in winter

During the winter months, newspapers should be especially alert to the hazard posed to employees by overexposure to carbon monoxide, advises Richard W. Neergaard, ANPA manager/environmental services.

Carbon monoxide is a colorless, odorless gas that results from the incomplete burning of fuel and is present in the exhaust of internal-combustion engines. When carbon monoxide combines with hemoglobin in the blood, it reduces the body's ability to transfer oxygen to the tissues.

The federal Occupational Safety and Health Administration limits employee exposure to 50 parts carbon monoxide per million parts of air, averaged over an eight-hour period.

"Locations in newspapers where carbon monoxide is sometimes a problem include paper storage warehouses, mailrooms, fleet-truck garages, covered loading areas for paper delivery trucks, railroad boxcars and any other enclosed areas where forklift trucks with combustion engines or other motor vehicles operate," says Neergaard.

Other locations, including offices, can have a problem if the ventilation system allows vehicle exhaust to be distributed throughout a building, he says.

The potential for employee overexposure to carbon monoxide is greater in the winter, according to Neergaard. "Buildings are closed up tighter. The engines of fleet trucks are more frequently left idling during loading of newspapers so the driver can stay warm and the truck engine will not get cold and be difficult to start."

Forklift trucks with combustion engines emit potentially hazardous carbon monoxide.

Symptoms of overexposure to carbon monoxide are headache, dizziness, drowsiness, nausea and vomiting, Neergaard says. In severe cases, carbon monoxide poisoning can cause collapse, coma and even death.

Smokers have a higher risk than nonsmokers because the level of carbon monoxide in their blood already is elevated.

If employees working in areas listed as potential carbon-monoxide trouble spots should complain of headaches, "it is a strong indication of a problem and should be promptly investigated," says Neergaard.

To prevent employee overexposure to carbon monoxide, he recommends that newspapers:

- Check the exhaust systems of forklift trucks on a regular and frequent basis, making sure they have catalytic muffler systems and that these systems are recharged regularly
- Do not allow forklift truck engines to idle when not in use
- In warehouses with poor ventilation, consider using forklift trucks powered by electricity
- Make sure employees know the symptoms of carbon monoxide overexposure and are instructed that if any of the symptoms are experienced, vehicle operation should be ceased immediately and the situation brought to the attention of supervisors
- Be especially aware of the possibility of carbon-monoxide buildup while unloading boxcars and truck trailers; consider using electric-powered vehicles in these areas
- Turn off engines in delivery trucks promptly after they are positioned for loading in an enclosed area. If it is not possible to turn off the engines, newspapers should make sure the area can be cleared of exhaust by a ventilation system. ☐

Oil a hazardous waste?

Newly enacted amendments to the Resource Conservation and Recovery Act require the Environmental Protection Agency to decide whether to list used oil as a hazardous waste. Waste ink could be covered, according to Richard W. Neergaard, ANPA manager, environmental services.

If it is, some newspapers could lose their small-quantity exemption from EPA hazardous waste disposal rules, he says. The act also requires EPA to regulate companies generating more than 100 kilograms of hazardous waste a month; the limit was 1,000 kilograms.

REGULATORY NOTES

- The Federal Communications Commission Dec. 19 adopted a compromise plan, effective April 2, to allow a single entity to have **ownership interests in up to 12 television stations** provided those stations could not reach more than 25 percent of the national television audience. The current limit is seven stations. (The FCC defines "ownership" as the holding of 5 percent or more of voting stock. For institutional investors, the level is 10 percent.)

Only 50 percent of the audiences of UHF stations would be counted toward total audience reach. An entity may have ownership interests in a maximum of 14 stations, if at least two are minority controlled.

The audience cap also may be exceeded by up to 5 percent if the additional reach is from minority-controlled stations [**presstime**, Sept. 1984, p. 32].

- President Reagan Nov. 27 appointed **Mary L. Azcuenaga to the Federal Trade Commission**. Azcuenaga's recess appointment—so named because it came while Congress was not in session—will expire at the end of the 1985 congressional session, unless the Senate confirms her for a full, seven-year term.

A former FTC attorney, she had been nominated previously but not confirmed [**presstime**, Nov. 1984, p. 35].

World Press

Schmidt loses appeal on licensing issue

In a decision considered a possible precedent for government licensing of journalists, the Inter-American Commission on Human Rights ruled against an American who had challenged such a practice in Costa Rica.

The 5-1 decision announced in early December "dealt a serious blow" to "freedom of expression in the hemisphere," the Inter American Press Association said in a statement.

In taking his case to the commission, Stephen Schmidt was appealing his conviction by the Supreme Court of Costa Rica of practicing journalism without a license, for which he had received a sentence of three months in prison [presstime, Aug. 1984, p. 36].

Schmidt wanted the commission to forward the case to the Inter-American Court of Human Rights for disposition.

In a 39-page dissent, the American representative on the commission, R. Bruce McColm, director of the Center for Carribean and Central American Studies at Freedom House, warned that the decision has implications beyond the journalist involved.

"It is a clear signal that a class of individuals whose profession is so closely identified with the exercise of the freedom of expression must fear the onslaught by government and private agencies to regulate, control and eventually suppress them," he said. "It is also a clear signal that the public's right to know is being eroded."

In his dissent, McColm made a distinction between journalism and other professions, such as law or medicine, where regulation is needed to prevent injury to other people. "In the case of journalism, the risk is of an opposite kind," said McColm, because "prior permission or license" restricts the "inalienable" right of free expression.

At least nine other Latin American countries have laws similar to the one in Costa Rica, where a *colegio*, or group of professional journalists, establishes credentials applicable throughout the country. The criterion that made Schmidt liable to prosecution was the requirement that all journalists in the country be graduates of the University of Costa Rica. Schmidt has a journalism degree from another Costa Rican university.

Schmidt, now editor of a commodities newsletter published near Dallas, had received the support of ANPA, IAPA, the American Society of Newspaper Editors, the International Federation of Newspaper Publishers, the World Press Freedom Committee and The Newspaper Guild. ☐

WORLD PRESS NOTES

- Following what observers consider the most severe crackdown on the press since the current military regime seized power in 1973, **Chile expelled the Santiago bureau chief for United Press International** Nov. 29 and then admitted it had made a mistake and allowed him to return Dec. 11.

Anthony Boadle's expulsion followed the banning of six publications and the censorship of political news—particularly about "terrorism" directed at the government of Gen. Augusto Pinochet.

- An Indian reporter for the Associated Press has been **accused of sedition**, a crime for which the maximum sentence is life in prison. Brahma Chellaney had been accused earlier of violating a ban on reporters in the Punjab and maliciously inciting domestic discord [presstime, Nov. 84, p. 44].

What angered the government was Chellaney's reporting that at least 1,000 Sikhs had been killed when Indian soldiers attacked a Sikh temple in June, and that some were found shot with their hands tied behind their backs.

- **Polish government officials warned Western reporters** that they risk prosecution for covering meetings of independent committees monitoring police brutality. Such groups sprang up following the death of the pro-Solidarity Catholic priest Jerzy Popieluszko. Warnings were given to AP, UPI, Reuters and ABC News.

- The editor of the only major opposition newspaper has **left Nicaragua**, charging that the threat of government action against him and his paper has made it "impossible" to remain in the country.

Pedro Joaquin Chamorro Jr. said in a December interview that government censorship of his paper, La Prensa, had become more severe, and increasing travel restrictions made him fearful he would not be allowed to visit his wife and children, now living in Costa Rica.

Books

Covering the 'one uncovered story'

Several years ago, William F. Thomas, editor of the Los Angeles Times, asked one of his reporters to write about "the one uncovered story of our time"—the press.

Reporter David Shaw's subsequent series of articles that ran from 1977-83 has been reprinted in *Press Watch: A Provocative Look at How Newspapers Report the News*.

Shaw examines editors' attitudes on topics including use of unnamed sources, and raises questions about the disclosure of victims' names and addresses in crime stories.

The 312-page, hard-cover book is available for $15.95 from MacMillan Publishing Co., 866 Third Ave., New York, N.Y. 10022. ☐

'Struggle for Survival'

Peter Benjaminson, journalism educator at the State University of New York in Binghamton, discusses the reasons many large, afternoon dailies have folded in *Death in the Afternoon: America's Newspaper Giants Struggle for Survival*.

Benjaminson says fueling the demise have been readers' changing work habits, television news, early deadlines, and rising costs of production and distribution.

The 202-page, hard-cover book is available for $14.95 from Andrews, McMeel & Parker, 4400 Johnson Drive, Fairway, Kan. 66205. ☐

A little good, bad and wrong news

The problem with the media is not that they get the story wrong, says Ben J. Wattenberg, senior fellow at the American Enterprise Institute in Washington, D.C. It is that they are "missing the biggest stories of our era. . . . They are getting the wrong story."

Wattenberg charges in *The Good News is the Bad News is Wrong* that the media have a "bad news bias."

The 432-page, hard-cover book is available for $17.95 from Simon & Schuster Inc., Simon & Schuster Building, Rockefeller Center, 1230 Avenue of the Americas, New York, N.Y. 10020. ☐

Governors OK low 3rd-class rates but vow to study cost issues

With some reluctance, the governors of the U.S. Postal Service approved the entire package of rate-increase recommendations of the Postal Rate Commission, including relatively low third-class rates.

However, on a positive note for the newspaper business, which had proposed much higher third-class rates to bring them to a "fair and equitable" level, the governors said the "entire area" of third-class "warrants continued attention and study."

They said that "over the coming months we intend to consider this matter closely and determine what additional steps we might take, outside the context of an omnibus rate proceeding, to deal with these issues over the long term."

The new postal rates—the first to be imposed since March 1981—will take effect Feb. 17. They include:

- A bulk, third-class, carrier-route presort rate of 8.3 cents for pieces weighing less than 3.5 ounces, and a rate of 38 cents per pound for pieces weighing 3.5 ounces or more. The existing rate is 7.4 cents for less than 3.91 ounces, and 45 cents per pound for pieces weighing 3.91 ounces or more—minus a carrier-route presort discount of 3.6 cents per piece. That presort discount is already factored into the new rates.

Pieces weighing more than 8 ounces actually will pay less than under current rates.

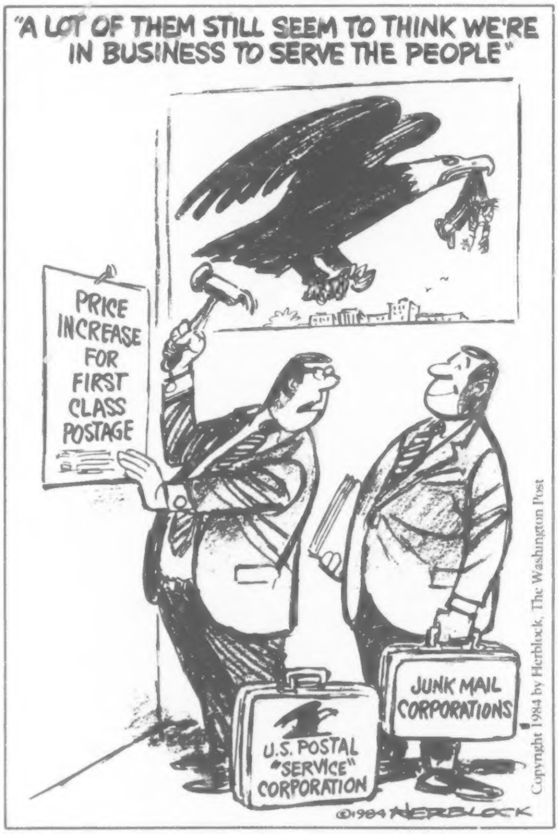
- A 14.2-percent average increase for regular-rate, second-class mail. There will be cost decreases for light pieces mailed within the county of publication. For example, a 3-ounce newspaper mailed in-county will pay 9.8-percent less under the current step in a series of planned, phased rate increases, according to an analysis by the National Newspaper Association.
- An increase from 20 cents to 22 cents for a first-class stamp.
- An average 15-percent increase for Express Mail.

W. Terry Maguire, ANPA vice president/general counsel, said that on one hand, the Association is "disappointed" that the governors adopted the commission's recommended third-class rates. On the other hand, he said, "We are heartened by the governors' recognition of problems posed by both third-class rates and the volumes of mail those rates appear to be attracting."

Explaining their Dec. 12 action, the governors said third-class bulk rates "give us more difficulty than any other rates. . . ."

The reason is that the commission assumes large increases experienced in third-class volume will continue because third-class rates are relatively elastic. That is, as rates stay relatively low, volume goes up. When they rise, volume declines.

The governors said they, like the commission, expect volume to grow. But "volumes that climb dramatically can fall with equal quickness," noted John R. McKean, chairman of the board of governors.


"A LOT OF THEM STILL SEEM TO THINK WE'RE IN BUSINESS TO SERVE THE PEOPLE"

PRICE INCREASE FOR FIRST CLASS POSTAGE
JUNK MAIL CORPORATIONS
U.S. POSTAL "SERVICE" CORPORATION
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Moreover, McKean said the governors "cannot ignore the impact of uncontrolled growth in mail volumes on long-term costs and on our ability to meet service standards and assure the orderly flow of mail. The high-volume approach has significant operational implications that the commission has not taken into account—and, indeed, could not take into account—in formulating the recommendations before us."

McKean said he and his associates believe the Postal Service could raise third-class rates and still receive needed revenue, though volume might drop because of the elasticity factor. "With lower volumes than those anticipated by the commission, but higher rates, third-class mail would continue to recover its attributable costs and make a significantly larger contribution to overall institutional costs," he said.

McKean added, "We believe price should control volume, not volume control price." That comment parallels ANPA arguments in the nearly 15-month-old rate case.

Overall, the Association has argued that the commission's recommendation on third-class rates would fall short of eliminating inequity between first- and third-class rates. In comments to the governors Sept. 27, following the commission's recommendation Sept. 7, ANPA said first-class mail would continue to pay "a grossly disproportionate share of Postal Service costs while third-class mail benefits from artificially depressed prices" [presstime, Oct. 1984, p. 38].

ANPA has not announced whether it will appeal.

Ironically, by late December, the only party in the rate case to file notice of appeal was the Direct Marketing Association. DMA was considered a victor in the postal proceedings because of the favorable third-class rates. Richard A. Barton, vice president for government affairs, said the organization is "in general, fairly satisfied with the rates" but challenges "some pricing principles involved that we think will affect future rate cases."

—C. David Rambo

2 more free weeklies sue for rights to 2nd-class

Two more free weekly newspapers have filed suit against the U.S. Postal Service over its rules that disqualify them from receiving the relatively low rates and usually faster service of second-class mail.

The cases follow a decision by a federal judge in Tennessee last March that the postal rules in question violate the First and Fifth Amendments.

USPS appealed that decision to the 6th U.S. Circuit Court of Appeals. ANPA filed a friend-of-the-court brief in support of the Postal Service [presstime, Dec. 1984, p. 33].

The new cases were filed in separate U.S. District Courts by Tri-Parish Journal Inc. of LaPlace, La., which distributes via third-class mail 20,695 copies of the River Parishes Sun in three Louisiana parishes just west of New Orleans; and by Gulf Times Inc. of Beckley, W.Va., which distributes via third-class mail 44,500 copies of The Raleigh Times in five counties of southern West Virginia.

In separate briefs containing some portions identical in wording, the plaintiffs said "subsidizing" paid newspapers in second-class mail "while denying the same privilege to a free newspaper is arbitrary, capricious, and is a denial of equal protection" and due process of law required by the Fifth Amendment. They also said it violates their First Amendment rights.

Tri-Parish Journal asked for $219,707 in damages. Gulf Times asked for $50,000.

The Tennessee case was filed by The Enterprise of Winchester. That paper argued the only difference between it and any paid weekly is purchase price. The Enterprise said its annual third-class mail costs have been about $60,000 more than second-class would cost. The judge ordered USPS to repay the newspaper $77,356 in "excess postage."

ANPA traditionally has held that USPS must be content-blind in deciding which publications are entitled to second-class rates. The Association reaffirmed that position in its *amicus* brief supporting the Postal Service.

"The fact that one [publication] can establish that the public has requested or paid for it and that the other cannot, or chooses not to test the demand, is the bright line [between second-class and third-class] that Congress chose to draw to keep the government from making subjective choices based upon content," ANPA said. ☐

BOCs allowed to offer link for incompatible computers

The Federal Communications Commission partially granted requests by Bell operating companies to offer certain types of services that will allow otherwise incompatible computer systems and terminals to communicate using the BOCs' telephone networks.

The commission said it would waive its rules and permit the companies to offer one type of "protocol" conversion without establishing separate subsidies.

The protocol conversion approved would permit the phone companies to change data into a form that can be transmitted over packet-switching networks, which they intend to offer. Packet-switching networks efficiently transmit blocks or packets of data from point to point in short bursts.

However, in its Nov. 21 action, the agency deferred a decision on whether to extend the authority to other types of conversions.

ANPA had filed comments with the FCC supporting the telephone companies' petitions [presstime, June 1984, p. 41]. ☐

TELECOMMUNICATIONS NOTES

- Keycom Electronic Publishing **laid off about 20 percent of its employees** shortly before the commercial launch Nov. 1 of the Keyfax videotex service in the Chicago area. The employees were involved in technical and administrative planning for the launch, and hardware and software development. Keycom now has about 164 employees [presstime, Nov. 1984, p. 37].

- Videotex Information Corp.—which Capital Cities Communications Inc. partially funds—expected to start taking paying customers Jan. 1 for its **new electronic catalog called Videolog,** which lists and describes electronic services and products for customers in the electronics industry. The company began testing the service around Oct. 30 at sites across the country. Videolog is the company's first and only service at present.

- The Washington Post Co. and its partner, Rainbow Program Enterprises, planned to sell a part interest in **four regional cable television networks** to CBS Inc.

The Post is also selling some of its share in two of them—sports networks in Philadelphia and Chicago—to Rainbow, an affiliate of Cablevision Systems. The net change makes Rainbow, the Post and CBS equal partners in the cable networks [presstime, Jan. 1984, p. 37]. The deal, which was expected to be closed in late 1984 or early this year, is worth about $25 million to the Post.

- Gannett Co.'s electronic information service, USA Today Update, has formed a marketing partnership with General Electric Information Services Co. It will **sell Gannett's electronically provided information** through GE's worldwide telecommunications network.

Gannett plans to sell USA Today Update, launched in December, to companies that will sell it to consumers. The agreement with the GE subsidiary is the first to be announced [presstime, Dec. 1984, p. 46].

- Integrated Communications Systems Inc. will begin testing early this year an interactive, two-way system that **marries home telephone, electrical and cable TV connections**.

ICS, based in Atlanta, is a partnership composed of undisclosed companies. The service will include videotex with options such as energy management and home banking. At its simplest, a telephone keypad controls the service.

- Request, Group W Cable's full-channel teletext service that includes local entertainment and sports information from the Los Angeles Times, has moved **from the experimental to the commercial stage.** Part of a Westinghouse Electric Corp. subsidiary, Group W is selling Request to its cable subscribers in Buena Vista Park, Calif. [presstime, Oct. 1984, p. 41].

- **Rate regulation** of most cable television systems could be eliminated within two years. That will happen if the Federal Communications Commission enacts rules it proposed Dec. 4.

Cable operators would be free to set rates except in markets judged to be non-competitive. The FCC has not yet determined the criteria for competitiveness. The Cable Communications Policy Act of 1984 requires FCC to act on the proposed rules within four months.

Scrutinizing single-copy sales

He is more likely to be under 35, black, single and a city dweller. Demographically, he is the most distinctive segment of a category called habitual buyers of newspapers one copy at a time—instead of by the week or month.

His profile was drawn by Albert E. Gollin for editors, circulation managers, publishers and others who went to Texas in December to hear about single-copy sales.

Gollin, vice president/associate research director of the Newspaper Advertising Bureau, was among speakers at the Single-Copy Symposium held near Dallas-Fort Worth. The two-day symposium drew 278 people and was, some participants said, historic.

With seven newspaper organizations cosponsoring the event, it had a rare degree of organizational muscle. Cosponsors were ANPA, the American Society of Newspaper Editors, the Associated Press Managing Editors Association, the International Circulation Managers Association, the International Newspaper Promotion Association, the Newspaper Research Council, and the International Newspaper Advertising and Marketing Executives.

Then there were the kinds of people who showed up. While 50 percent were from circulation departments—and many were single-copy managers—23 percent were editors and 19 percent were publishers or general managers. The spread across newspaper departments dovetailed with a symposium theme: that healthy, single-copy sales require cooperation across editorial and business lines.

Virgil Fassio, publisher of the Seattle Post-Intelligencer, remarked, "It's good to see so many editors here."

Many analysts see single-copy sales as an important area of growth in large and small markets, Fassio said. But newspapers know less about people buying those papers than about home subscribers. And single-copy sales have been less important to advertisers—"at least that's how it has been."

Fassio, vice chairman of the ANPA Industry Affairs Committee, said following the syposium that participants agreed that changing lifestyles and reading habits are boosting single copy sales. They also agreed that adherence to deadlines is critical for such sales. The papers must be at points of sale—whether a hawker's station in a big city or a corner drug store in a small one—by the time people go by in large numbers.

There was disagreement over whether a newspaper should publish a special edition for street sales, but sentiment seemed to be against it, Fassio said.

Much of the symposium was devoted to sketching a profile of single-copy buyers and suggesting ways to increase sales. Gollin of NAB distinguished between the habitual and occasional buyer. The former group, he said, buys a daily paper three or more times a week.

Thomas J. Holbein, executive vice president of Belden Associates, outlined a similar profile. Nationally, about two out of 10 readers are loyal single-copy buyers, he said. The ratio is nearly twice as high in urban areas [presstime, July 1984, p. 6]. Many buyers are former home subscribers disgusted with service problems.

There is also a psychological difference, he said. Single-copy buyers "need a quick fix. They are news hounds. . . . Part of the key to marketing to them is to call that quick fix to their attention."

The symposium also included a panel of editors from papers as diverse as the Shreveport (La.) Journal and the Detroit Free Press.

Scott McGehee, managing editor of the Free Press, gave recent Audit Bureau of Circulations figures indicating about 34 percent of her paper's press run sells as single copies.

"We know big stories sell, and the Free Press has a reputation for going a little crazy with big stories, breaking stories, big art, big headlines," sidebars and charts, she said.

"We capitalize on single-copy opportunities by making sure the circulation department and newsroom work closely together," she said.

McGehee said "editors need to feel a personal responsibility for putting out a newspaper that readers want to buy."

—*Barbara J. Friedman*

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SCRIPPS-HOWARD NEWSPAPERS
Hollywood Sun-Tattler
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NEW YORK TIMES REGIONAL NEWSPAPER GROUP
Corinth Daily Corinthian
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Hendersonville Times-News
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Charleston Newspapers
Daily Oklahoman
Davenport Quad City Times
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For more information call Barbara Robb 415 927-1510

Nielsen to include VCR data in television viewership reports

Steady pressure from disgruntled advertisers has resulted in a decision by A.C. Nielsen Co. to include videocassette recorder taping in its reports on television viewing.

Some advertisers, convinced that they are paying for audiences who are not actually watching programs, had demanded a separate accounting of programs that are being recorded, as well as those being watched.

Nielsen's own studies have shown that about three-quarters of the TV programs recorded are saved, and of these only 80 percent are actually played back. Even more disturbing to advertisers are studies showing that more than half the audience actually viewing programs taped on VCRs "zaps" the commercials by use of the "fast forward" button on remote control devices [**presstime**, Oct. 1984, p. 11].

The VCR data are being collected in several forms:

Nielsen's well-publicized diary study released in early 1984 will be continued on a quarterly basis. It measures VCR use in 1,000 homes, in contrast to Nielsen's ongoing quarterly measurement of television viewing in 100,000 homes.

"Daypart" studies, or measurement of VCR usage at different times of the day, begun in the summer of 1984, will be continued monthly. This information is collected through meters installed in 1,700 homes, which automatically record TV use, including VCR recordings, 24 hours a day.

The third method of VCR measurement, program by program, was begun in November 1984, and will be available in January, said Paul B. Lindstrom, research manager, Nielsen Homevideo Index, a Nielsen division.

This information, which represents a refinement of the "daypart" studies, will also be collected through the 1,700 installed meters.

The availability of VCR data is expected to have an impact on the price of television commercial time, as well as the relative value of certain programs for advertisers. □

Top 25 U.S. newspaper advertisers (1982-83)

Advertiser	Rank among newspaper advertisers	Rank among 100 top national advertisers	Ad expenditures in newspapers 1983	Ad expenditures in newspapers 1982	Ad expenditures in all media 1983
R. J. Reynolds Industries	1	5	$112,343.0	$123,174.8	$593,350.3
General Motors Corp.	2	4	88,578.5	86,965.2	595,129.5
AT&T Co.	3	8	71,995.4	34,367.2	463,095.5
Philip Morris Inc.	4	6	65,271.9	83,793.8	527,481.8
Ford Motor Co.	5	7	49,602.6	45,582.6	479,060.0
Chrysler Corp.	6	27	31,845.7	29,597.5	230,020.1
Delta Air Lines	7	92	31,810.0	24,664.6	63,944.3
RCA Corp.	8	29	31,716.3	28,273.3	212,300.0
Batus Inc.	9	43	27,803.2	42,893.6	146,076.9
Loews Corp.	10	48	22,533.3	22,645.4	135,115.1
Eastern Air Lines	11	86	22,460.8	21,625.4	70,000.0
Trans World Corp.	12	68	21,925.3	19,857.3	101,503.3
Pan American*	13	*	19,202.2	24,077.7	
Texas Instruments	14	51	16,871.6	3,319.1	129,042.0
CBS Inc.	15	39	15,829.3	15,917.7	167,711.0
Warner Communications	16	25	15,717.9	18,875.6	251,049.6
Xerox Corp.	17	65	13,824.3	5,779.3	110,101.8
AMR Corp.	18	76	12,789.6	18,813.0	80,000.0
Toyota Motor Sales U.S.A.	19	62	12,570.7	15,611.1	113,649.0
GTE Corp.	20	85	12,414.0	1,620.9	70,179.9
Texas Air Corp.	21	*	12,390.4	10,574.9	
American Express Co.	22	66	12,336.7	11,840.3	107,571.0
General Electric Co.	23	*	12,219.8	6,054.1	
Intl. Business Machines Corp.	24	58	11,719.6	9,488.4	119,222.5
Republic Airlines	25	*	11,659.9	9,585.1	

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*Not ranked among the 100 top national advertisers

Bad-weather rail reports available by Telex

The Association of American Railroads announced continuation of the "Severe Storm Standby Plan," which provides information on severe weather conditions impairing rail freight traffic.

Railroads experiencing weather-related problems advise the AAR of the weather situation and the trackage, yards or terminals affected. They also notify the association on embargoes or reroutings that may be contemplated or already in effect because of weather conditions, and the estimated duration of such situations.

To obtain a report via Western Union, call Telex number 8513 or TWX number 710-988-5956 using the code word "EMBARGO." □

Alleghany increases offer for Conrail

Alleghany Corp. sweetened its offer to buy Conrail by about $350 million to $1.35 billion. Alleghany is one of three companies the Department of Transportation selected from 18 applications as finalists in the Conrail-acquisition sweepstakes [**presstime**, Nov. 1984, p. 55].

The two others are Norfolk Southern Corp., which offered about $1.5 billion, and a group of investors led by hotel and food-services magnate J. Willard Marriott, who offered about $1.2 billion.

Meanwhile, Conrail's top management is promoting the idea of a public offering of stock in Conrail as an alternative to selling the government-controlled company, lock, stock and barrel. □

Contracts expiring

The current national contract between the International Brotherhood of Teamsters and the U.S. trucking industry expires March 31. In Canada, rail labor contracts expired Dec. 31. The previous contract remains in force until a new agreement is reached [**presstime**, Feb. 1984, p. 49]. □

Seaway tolls unchanged

The St. Lawrence Seaway Development Corp. said it will not increase tolls on the seaway in 1985. The decision was made possible by the Seaway Corp.'s cost-cutting efforts and by increases in tonnage moving through the system, officials reported. □

Lottery decides order of pool

The order in which newspaper organizations will supply reporters to a military press contingency pool has been established by lot.

The list specifies the rotation for the 24 newspaper organizations selected for participation in a press pool by ANPA and the American Society of Newspaper Editors [presstime, Dec. 1984, p. 40]. They compiled the list at the Pentagon's request after an outcry in October over the omission of newspaper reporters from a proposed 11-member pool.

By Dec. 17, all 24 newspaper organizations had agreed to participate in a pool, according to Robert L. Burke, ANPA vice president/industry and public affairs. That day, a letter was sent to the Pentagon listing the rotation and designated contacts at each newspaper.

The plan, with pool size to vary with a particular situation, calls for immediate rotation to the list's bottom after an organization has pool duty, and annual rotation to the bottom for the five organizations heading the list.

ANPA and ASNE officials said this means "every organization will be exposed to potential pool assignment." A letter to potential members noted that "the Pentagon's current plans call for such a pool to depart from Washington, D.C., a few hours after notification."

Selection of the 24 organizations was based on two sequential criteria. The first 11 organizations chosen had regular Pentagon correspondents. The remaining 13 had daily papers with the largest circulations, based on last March's ABC figures. When a paper that was part of a newspaper group met one of the criteria, the group was put on the pool list. Newspaper companies on the list represent a circulation of about 32 million.

The Pentagon has agreed to discuss pool-operation guidelines and coverage ground rules with the companies designated as potential pool participants. ☐

Newspaper companies on rotating pool list

The rotation for newspaper organizations chosen to provide reporters for a military contingency pool (with the largest newspaper of each group listed following the group name):

1. Dow Jones & Co.—The Wall Street Journal
2. The Copley Press Inc.—The San Diego Union
3. The New York Times Co.
4. Newhouse Newspapers—The Plain Dealer, Cleveland
5. The Times Mirror Co.—Los Angeles Times
6. Scripps-Howard Newspapers—Rocky Mountain News, Denver
7. Milwaukee Journal
8. The Christian Science Monitor
9. Chronicle Publishing Co.—San Francisco Chronicle
10. The Baltimore Sun
11. The Washington Post Co.
12. Cowles Newspapers—Minneapolis Star and Tribune
13. News America Publishing Corp.—New York Post
14. Tribune Co.—Chicago Tribune
15. Gannett Co.—USA Today
16. Evening News Association—The Detroit News
17. Central Newspapers Inc.—The Arizona Republic
18. Knight-Ridder Newspapers Inc.—Detroit Free Press
19. The Washington Times
20. Houston Chronicle
21. A.H. Belo Corp.—The Dallas Morning News
22. The Houston Post
23. The Buffalo News
24. The Boston Globe

Panel drops subpoena of reporter

A subpoena issued by a congressional committee to a reporter for The Washington Times was withdrawn after protests from numerous press organizations, including ANPA.

Reporter Thomas D. Brandt said he was informed Dec. 18 by the House Committee on Standards of Official Conduct that its Dec. 6 subpoena had been "adjourned"—withdrawn—until further notice.

Brandt was subpoenaed after the Times ran his story that was based on an unreleased staff report on the committee's investigation into the finances of Geraldine Ferraro. The committee released the final version of the report Dec. 4, the day Brandt's story was published.

The subpoena directed Brandt to bring notes, correspondence and other documents he used to prepare that story and two others on committee efforts to learn how confidential committee information was obtained by the news media.

Brandt had said in mid-December that he would appear before the committee Dec. 21 as requested but that he would not reveal his confidential sources.

A Scripps-Howard reporter, Doug Harbrecht, was contacted by House committee investigators about a story he wrote quoting sources on the contents of the staff report.

The House committee investigated Ferraro after questions about her congressional financial disclosure came to light during the 1984 campaign in which she was the Democratic nominee for Vice President. ☐

Pulitzer board clarifies juror duties

The Pulitzer Prize Board has clarified policies that have been the source of occasional confusion when juries nominate entries for the prizes. The board also increased the number of annual awards from 12 to 14.

The board reiterated its position that juries are to list the top three entries in each category in alphabetical order by newspaper—without indicating their priorities to the board. In recent years, in their written comments about the nominees, some juries have endorsed certain entries for the prize.

The two categories added to the list of prizes are "explanatory journalism that illuminates significant and complex issues" and "reporting on such specialized subjects as sports, business, science, education and religion." The additions are the first since the prize for feature writing was established in 1979.

In another procedural change at the Nov. 21 meeting, the board made it possible for stories to be entered in more than one category. The main reason for this, said board Secretary Robert C. Christopher, is "basically to prevent a pileup of entries in the public-service category, which is considered most prestigious." ☐

Confidence in press dips, according to Harris survey

The Dec. 17 release of the Harris Survey's annual report on public confidence in 14 U.S. institutions included some unwelcome news for the press.

According to Louis Harris & Associates, in a year when public confidence in institutions rose at the fastest rate since the poll was first taken in 1966, the press slipped a notch.

In a nationwide telephone survey of 1,247 adults, 18 percent expressed "a great deal of confidence" in the "people in charge of running" the press. Only law firms (17 percent) and organized labor (12 percent) ranked lower. The response represented a drop for the press from 19 percent in 1983 but was still higher than the 16 and 14 percent it scored in 1981 and 1982, respectively.

The question read to a cross-section of U.S. adults between Nov. 9 and 14 was: "As far as people in charge of running (each institution) are concerned, would you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?"

Harris does not routinely release a breakdown in the "only some" or "hardly any" categories [presstime, Feb. 1983, p. 4]. However, the Gannett Co. subsidiary made those figures available to presstime.

The press was third from the top when respondents expressed "only some confidence" in a given institution. Exceeding the press's 61-percent rating were state governments (64 percent) and Congress (62).

Putting the "great" and "some" confidence categories together, the press got a 79-percent rating, higher than labor (62), organized religion (69), law firms (76) and major companies (77); but lower than the military (92), major educational institutions such as colleges and universities (91), Congress (90), medicine (89), the U.S. Supreme Court (87), state governments (83), local governments (82) and television news (82).

In the "hardly any confidence" category, the press got a 19-percent response.

According to David K. Krane, assistant to Louis Harris, no coaching was given respondents as to what was meant by "the press." "It means whatever people think it means," he said—"whatever comes to mind when we ask."

In response to the question vis-a-vis TV news, 28 percent expressed a "great deal" of confidence, 54 percent said "some," and 16 percent, "hardly any."

The survey has a margin of error of plus or minus 3 percent. ☐

1984 APME reports available

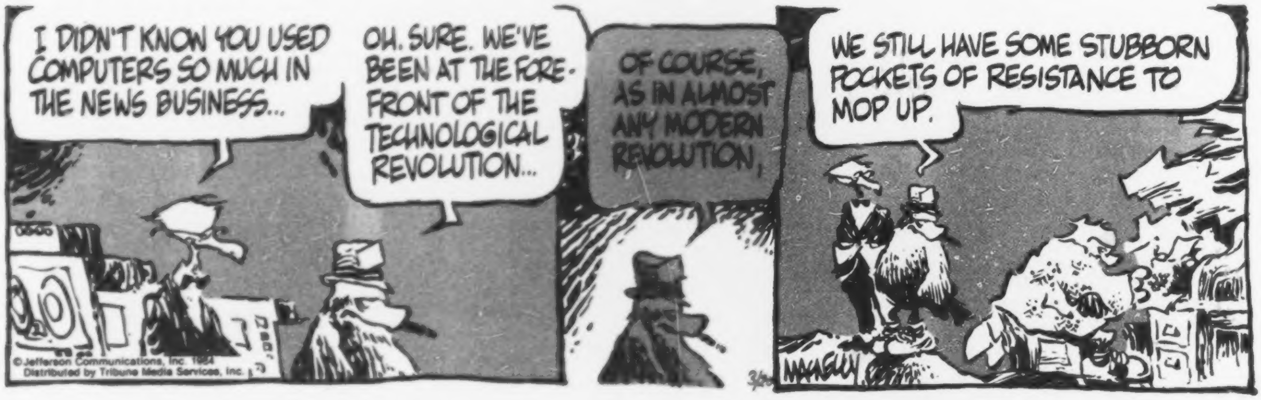
Reports by committees of the Associated Press Managing Editors Association were released during its annual convention Nov. 27-30 in Miami. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston.

The reports and their committee chairmen are:

- Business and Economics: Janet Brandt, The Journal-American, Bellevue, Wash.
- Credibility: Gene Foreman, The Philadelphia Inquirer
- Foreign News: Paul Janensch, The Courier-Journal and The Louisville Times
- Freedom of Information: Sue Reisinger, The Miami News
- General News: Robert E. L. Baker, The Free Lance-Star, Fredericksburg, Va. (three reports)—"What We Have Learned, Twenty Years 1964-1984"; "Embargoes, News Analysis, Anonymous Sources, Performance"; and "Election '84."
- Journalism Education: Don Hatfield, The Herald-Dispatch, Huntington, W.Va.
- Media Competition: Thomas W. Jobson, Asbury Park (N.J.) Press
- Minorities: George R. Blake, The Cincinnati Enquirer
- Newsroom Management: Ralph Langer, The Dallas Morning News
- PMs Newspapering: David V. Hawpe, The Courier-Journal and The Louisville Times.
- Professional Standards: The Ethics Report, Drake Mabry, The Des Moines Register
- "Shotgun" (a wide-ranging committee): Robert W. Ritter, The Olympian, Olympia, Wash.
- Sports: Trueman E. Farris Jr., Milwaukee Sentinel
- State News: Tom Marquardt, Annapolis (Md.) Capital
- Writing and Editing: Lawrence K. Beaupre, Westchester Rockland Newspapers Inc., White Plains, N.Y. ☐

'Shoe'

By Jeff MacNelly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OH. SURE. WE'VE BEEN AT THE FOREFRONT OF THE TECHNOLOGICAL REVOLUTION...
OF COURSE, AS IN ALMOST ANY MODERN REVOLUTION,
WE STILL HAVE SOME STUBBORN POCKETS OF RESISTANCE TO MOP UP.
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Wide variety of fellowships available to journalists

Mid-career fellowships for journalists are thriving.

Fresh from a convocation of more than a dozen heads of leading programs, Everette E. Dennis, executive director of the Gannett Center for Media Studies at Columbia University, says U.S. journalists have an "abundance" of high-quality fellowship programs, as well as a "wide array of exceptionally fine training programs."

The growth in programs has come despite cuts in federal support. Private funding has picked up the slack. This annual January listing by **presstime** reflects the deletion of only a few small programs and the addition of several new ones [**presstime**, Jan. 1984, p. 25].

Liberal arts programs. Leading the list of large, established, full-academic-year programs are the Nieman Fellowships for Journalists at Harvard University, being offered for the 47th year.

Two other programs, Journalists in Residence at the University of Michigan and The John S. Knight Fellowships for Professional Journalists at Stanford University, are similar in nature.

Each of the three accepts up to 12 experienced U.S. and a few foreign journalists who pursue their own course work but attend seminars together. Tuition to university courses is free, and fellows receive stipends of $12,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Application deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 1 at Stanford.

For information, contact:

- Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400
- John S. Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-4937.

Science and technology. The Vannevar Bush Fellowships at the Massachusetts Institute of Technology, also modeled on the Nieman program, are designed to improve the quality of writing about science and technology.

About eight print and broadcast journalists with at least three years' experience in science and technology reporting will receive stipends of $18,000 for the academic year. The program allows participants to strengthen their knowledge of current research by auditing courses at MIT. Each also takes part in a special seminar and produces a magazine-length report. Deadline is March 1. Contact Victor K. McElheny, Program in Science Technology and Society, Room E51-211, Massachusetts Institute of Technology, Cambridge, Mass. 02139; (617) 253-3442.

Two associations of science writers offer programs to improve skills.

The Council for the Advancement of Science Writing awards four to seven Nate Haseltine Fellowships of up to $2,000 to journalists already accepted into graduate-level programs in science reporting. Deadline is June 1. Contact William J. Cromie, 618 N. Elmwood, Oak Park, Ill. 60302. (312) 383-0820.

The National Association of Science Writers sponsors a month of study at Duke University for two writers who specialize in such areas as science, medicine, energy and health. The writers, who must also have been members of NASW for at least five years, set up their own schedule at Duke. Deadline for the fall semester is July 15. Contact Diane McGurgan, National Association of Science Writers, P.O. Box 294, Greenlawn, N.Y. 11740; (516) 757-5664.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level, executive programs in the university's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carnegie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 578-8500.

Law, economics and public policy. For the ninth year, the Yale University Law School is offering a master of studies in law degree to up to five journalists. For the first semester, participants take a regular first-year law curriculum. For the second semester, they may choose electives from other parts of the university besides the law school. A stipend covers tuition and the fellows' employers are encouraged to provide some support for living expenses. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

Entering its 12th year, The Kiplinger Graduate Program in Public Affairs Reporting at Ohio State University offers fellowships to 10 journalists with at least two years' experience. Stipends of up to $17,000 cover living expenses and an academic year of course work leading to a master's degree.

Deadline is Feb. 1. Contact the Kiplinger Graduate Program in Public Affairs Reporting, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210-1107; (614) 422-2607.

The 10-year-old Walter Bagehot Fellowship Program in Economics and Business Journalism offers 10 experienced journalists an academic year at Columbia University, primarily in the Graduate School of Business. Fellows also attend seminars on business, economics and finance. Deadline is April 6. Contact Chris Welles, The Bagehot Fellowship, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-2711.

For 20 journalists with about three years' experience, the Herbert J. Davenport Fellowships at the University of Missouri offer a month-long program to develop skills in business reporting. Participants pay $300 towards tuition and board. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

Journalists are also eligible for two fellowship programs in Washington, D.C., on government issues.

The American Political Science Association's one-year Congressional Fellowship Program offers journalists $16,000 plus travel expenses. The 48 APSA fellows combine Capitol Hill jobs with seminars arranged by the association. Deadline is Dec. 1. Contact Catherine E. Rudder, Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave., Washington, D.C. 20036; (202) 483-2512.

The White House Fellowship program

allows 13-19 participants to work on the staffs of the President, Vice President or cabinet-level officials plus attend seminars with the fellowship group. The stipend is equivalent to a grade-15, step-3 government pay scale, or $53,000. Deadline is Dec. 1. Contact the President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503; (202) 395-4522.

At least three programs focus on developing reporters' expertise in banking.

For the second year, the National Press Foundation will offer five fellowships to journalists to attend a two-week "resident session" of the Graduate School of Banking held at the University of Wisconsin-Madison. Applicants should have at least five years' experience as journalists. Deadline is June 1. Contact the National Press Foundation, National Press Building, Washington, D.C. 10045; (202) 662-7350.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters for the two-week June session of the Stonier Graduate School of Banking at Rutgers University. The program is aimed at journalists new to the business beat. Deadline is Feb. 28. Contact Sunye Kwon, American Bankers Association, 1120 Connecticut Ave., Washington, D.C. 20036; (202) 467-4265.

American Banker, a financial daily newspaper, awards two $4,500 scholarships for graduate study in journalism or business to journalists who are interested in pursuing a career in financial journalism. Deadline is March 31. Contact American Banker, 1 State Street Plaza, New York, N.Y. 10004; (212) 943-6700.

International. For the 10th year, The Gannett Fellowship Program in Asian Studies will be at the University of Hawaii. Funded by the Gannett Foundation, the two-semester course for six mid-career journalists is designed to strengthen news coverage of Asian affairs. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822.

Also in Hawaii, the East-West Center, an international educational institution established by Congress in 1960, offers six Jefferson Fellowships to mid-career U.S. reporters, editors and editorial writers, and six to Asian counterparts. The nine-week program is divided between travel—U.S. journalists to Asia and Asians to the United States—and seminars for all 12 in Hawaii. Selections for 1985 have been made, and the deadline for 1986 will probably be Oct. 1. Contact the curator, Jefferson Fellowships, Institute of Culture and Communication, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

MIT economist Lester Thurow lectures Nieman and Bush fellows.

Columbia University's Graduate School of Journalism screens candidates for two foreign studies programs.

One is for two journalists with at least four years' experience who receive $7,000 each for the Paris-based Journalists in Europe program. They join about 35 journalists from other countries in an eight-month study of political, social and economic issues.

The second is the John J. McCloy Fellowship program that provides two U.S. journalists a month of study in West Germany and two German journalists an equivalent time in the United States.

Deadline for both programs is Feb. 15. Contact Saul Friedman, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3817.

At least 10 scholarships of $5,000 each are awarded by the Inter American Press Association. Half go to U.S. or Canadian journalists or journalism-school graduates for a year of study and reporting in Latin America. The other half go to Latin Americans for similar experiences in the United States or Canada. A good working knowledge of the host country's language is required. Deadline is Sept. 15. Contact the Inter American Press Association Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465.

The National Press Foundation will pay tuition and travel expenses for an intensive three-month course in Spanish at the Guernavaca Language School in Guernavaca, Mexico. The journalists' employers are expected to cover the modest expense of living with Mexican families. Deadline is June 1. Contact the National Press Foundation, National Press Building, Suite 1160, 529 14th Street N.W., Washington, D.C. 20045; (202) 662-7350.

The International Press Institute sponsors an annual exchange of 10 U.S. and 10 Japanese journalists for three weeks of study and travel. All expenses are paid by the Japan Newspaper Publishers Association and the Japan-United States Friendship Commission. Deadline is May 1. Contact Richard H. Leonard, The Milwaukee Journal, 333 W. State St., Milwaukee, Wis. 53203; (414) 224-2000.

Other international fellowships not specifically for journalists, but for which journalists are eligible, include the Fulbright Scholarships, which offer an academic year of study abroad. Funds are provided for travel and living expenses as well as some professional needs. Deadline is June 15 for Australia, New Zealand and South America, and Sept. 15 for other countries. Contact the Council for International Exchange of Scholars, 11 Dupont Circle, Suite 300, Washington, D.C. 20036; (212) 833-4950.

Another such program is sponsored by The Rotary Foundation of Rotary International. It includes about 50 journalists among 1,200 recipients of fellowships covering education, travel and living expenses for an academic year abroad. Deadline is March 1. Applicants must be sponsored by a local Rotary club. Contact the Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201. (312) 328-0100.

The Robert Bosch Foundation Fellowship Program, in its second year, offers journalists and specialists in law, economics, public affairs and business administration seven months of work and study in West Germany. Ten to 15 participants are selected for the September-through-March program, which includes an intensive German language course. Deadline is Oct. 15. Contact the Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society Inc., 425 Park Ave., New York, N.Y. 10022; (212) 751-5544.

Reversing the emphasis of most of the international fellowships, the Council on Foreign Relations offers seasoned U.S. foreign correspondents opportunities to broaden their experience by study at home.

The CFR's Edward R. Murrow Fellowship gives one journalist a year's coordinated program of reading, study, discussion and writing. The stipend is equivalent to nine months of the individual's pay, up to a maximum stipend of $45,000. The program also includes some course work at a university in New York state.

Another CFR program, the International Affairs Fellowships, provides a contrasting career experience for 10-15 journalists and other professionals. For one year, with a salary of about $25,000, participants work in different jobs, such as with firms conducting international business or research, and thus gets a different perspective on international affairs.

Deadline is April 1 for the Murrow program and Oct. 31 for the International Affairs Fellowships. Contact the Council on Foreign Relations, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

Minorities. ANPA Foundation is offering a record 24 fellowships to minorities employed by newspapers or as journalism educators in 1985. The fellowships pay tuition, board and travel expenses for minorities to attend newspaper-business seminars. Deadline for seminars during the first half of the year is Jan. 25. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

The newspaper industry's largest center for training minorities, the Institute for Journalism Education, this year is adding a new program called the IJE Management Institute designed to increase the number of minorities moving into top newspaper management positions. Details are not final, but current plans call for a 12-week program divided between course work at the Kellogg School of Management at Northwestern University and field work at news organizations.

Tuition for the 22 participants expected in the first class will be paid by their current employers or by fellowships provided through IJE. Application deadline has not yet been established. Contact The Management Institute, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Other IJE programs are the eight-week IJE Editing Program for Minority Journalists at the University of Arizona and the 11-week Summer Program for Minority Journalists at the University of California, Berkeley.

The June 2-July 26 editing program, in its sixth year, will continue to include production of a weekly newspaper and work on the copy desks of Tucson's daily newspapers. The 12 participants must have at least one year of reporting experience on a daily newspaper or one year of reporting or editing in other media. Deadline is Feb. 15. Contact the Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

The other program, beginning its 15th year, will be June 2-Aug. 16. It is open to minorities "who show writing talent and potential but who lack extensive journalism experience." As in the other IJE programs, the 12 to 15 participants are guaranteed job placement on completion of the session. Deadline is March 1. Contact the Summer Program for Minority Journalists, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Independent study. There are numerous mid-career opportunities for journalists who wish to pursue studies that are not part of an organized program.

New this year from the recently established Gannett Center for Media Studies is a residential program for 12-15 fellows, about one-third from the media. The program, which will not be fully operational until 1986, is for "people with intellectual interests who want to work on a substantial project," says center Executive Director Dennis. These fellowships will fund work for a period of three months to a full academic year.

Deadline is Feb. 1. Contact Everette E. Dennis, Gannett Center for Media Studies, 420 West 118 St., Rooms 1506-7, Columbia University, SIA Building, New York, N.Y. 10027.

The Alicia Patterson Foundation provides about five grants to journalists working on specific projects for a year. The grants of about $25,000 each are available to print journalists who have been working at least five years. Deadline is Oct. 1. Contact Helen McMaster Coulson, Alicia Patterson Foundation, 655 15th St. N.W., Washington, D.C. 20005; (813) 962-6060.

The Scripps-Howard Foundation awards 10 Ellen B. Scripps Fellowships to journalists pursuing graduate studies in an accredited program. The $2,000 grants are designed to encourage journalists to become more proficient in subjects they cover. Applications are due Feb. 15. Contact Scripps-Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3037.

The Fund for Investigative Reporting gives approximately 40 grants a year ranging from a few hundred to a few thousand dollars to journalists working on special projects. Applications are considered throughout the year. Contact Howard Bray, Fund for Investigative Journalism Inc., 1346 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 462-1844.

Ohio State University's James Thurber Writer-in-Residence Project offers a $25,000 stipend and a year's residence in the newly restored Thurber home. The writer-in-residence, who must have published a book, will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Deadline is Dec. 15. Contact the Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 228-7441.

The Society of Professional Journalists, Sigma Delta Chi, annually awards The Eugene C. Pulliam awards for Editorial Writers, which provides $10,000 toward study and travel. Deadline is Aug. 1. Contact Pulliam Fellowship, SPJ,SDX, 840 N. Lake Shore Drive, Suite 801, Chicago, Ill. 60611; (312) 649-0211. For the second year, the National Press Foundation will offer journalists and scholars $2,000 writing and research grants that "contribute to improving the quality of journalism." Applications are accepted throughout the year. Contact the National Press Foundation, National Press Building, Washington, D.C. 20045; (202) 662-7350.

Canadian journalists are eligible for Southam Fellowships, which underwrite up to two-thirds of their regular salary for an eight-month academic year at the University of Toronto. At least three fellowships are granted to journalists with at least five years' experience. Deadline is March 1. Contact Southam Fellowships, Room 107, Simcoe Hall, University of Toronto, Toronto, Ontario M5S 1A1; (416) 978-2197. —*Marcia Ruth*

Four more mills settle

Labor agreements have been reached at four North American newsprint mills—three in Canada and one in the United States.

The latest settlement ended a four-month strike by the Confederation of National Trade Unions at Consolidated-Bathurst Inc.'s La Baie, Quebec, mill [presstime, Nov. 1984, p. 53].

The new three-year contract follows what has become the pattern at newsprint mills in Eastern Canada since last year, with wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

Earlier, members of the Canadian Paperworkers Union ratified a four-year contract at Bowater Newfoundland Ltd.'s Corner Brook, Newfoundland, mill [presstime, Nov. 1984, p. 53]. The agreement provides for a wage freeze in the first two years, 11.5-percent pay hikes through May 1987 and a wage increase effective June 1, 1987, equal to that negotiated at Kruger Inc.'s Trois-Rivieres, Quebec, mill.

Kruger is currently negotiating for purchase of Bowater's Corner Brook mill.

CPU members also ratified a three-year contract at Rothesay Paper Co.'s Saint John, New Brunswick, mill. Workers agreed to a wage freeze for the first two years and a 6-percent pay hike in the third year.

And members of the Association of Western Pulp & Pulp Workers ended a two-month strike at Crown Zellerbach Corp.'s Port Angeles, Wash., mill with ratification of a new, five-year contract. It provides for no wage increase in the first year and increases of 4 percent and 4.5 percent in the second and third years, respectively. Increases in the fourth and fifth years will be based on pay hikes negotiated by the Employers Bargaining Council representing Pacific Northwest mills of other companies.

Meanwhile, meetings continued between the AWPPW and Boise Cascade at its Steilacoom, Wash. mill, where the contract expired May 31, 1984; and between the United Paperworkers International Union and Garden State Paper Co. at its Garfield, N.J., mill, where the contract expired Oct. 1, 1984. ☐

No big U.S. projects on tap

United States paper companies are not planning major expansions of newsprint capacity through 1987, according to a survey by the New York City-based American Paper Institute.

(The study predates the announcement reported in the first item of the "Newsprint Notes" column on this page.)

In its annual study of U.S. paper, paperboard and wood pulp capacity, [presstime, Jan. 1984, p. 46], API said that one newsprint machine will be idled this year, as two were in 1984. These three machines total more than 300,000 short tons of capacity.[1]

There were 47 newsprint machines operating in the United States in 1983, representing 5.2 percent of all machines that produced paper in the country.

The amount of paper that is recycled is expected to increase from 23.2 percent of all paper produced domestically in 1983 to 24.2 percent in 1987, the study reported.

Included in the 1983 total of 15,822,000 short tons of recycled paper were 2,692,000 tons of old newspapers, or 17 percent of all paper recycled. In 1987, recycled newspapers are expected to reach 3,127,000 tons—16.8 percent of the projected recycling total of 18,634,000 tons. ☐

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[1] Although newsprint figures are now being reported in metric tons, this study also embraced other forms of paper that are not calculated metrically. A short ton is 2,000 pounds; a metric ton is 2,204.6 pounds.

NEWSPRINT NOTES

- Great Lakes Forest Products and five U.S. newspaper companies plan a **joint venture to build a 154,000 metric tons-a-year newsprint mill** in Washington state.

Newspaper firms involved in the $210-million project are Central Newspapers Inc. of Indianapolis, Chronicle Publishing Co. of San Francisco, Kearns-Tribune Corp. of Salt Lake City, McClatchy Newspapers of Sacramento and The Copley Press Inc. of La Jolla, Calif.

- Reed Inc. will spend an additional $61 million (Canadian) to **modernize its Quebec City newsprint mill.** This will boost the cost of the modernization program at the mill to $260 million, with federal and provincial grants funding about 10 percent of the total.

Capacity will rise to 420,000 metric tons a year, an increase of 100,000 metric tons a year, when the project is completed in 1986 [presstime, Jan. 1983, p. 44].

- Stockholders of St. Regis Corp. and of Champion International Corp. **approved the merger** of the two companies. It leaves Champion as the largest U.S. paper company and the second-largest U.S.producer of lumber and timber [presstime, Oct. 1984, p. 60].

Financial report of paper companies, first nine months of 1984

Net income (in thousands of dollars)

	1984	1983	% Change
Abitibi-Price Inc.	46,349(a)	22,863(b)	+102.7
Boise Cascade Corp.	94,120	46,150	+103.9
Bowater Inc.	42,897	24,794	+73.0
British Columbia Forest Products Ltd.	(3,200)	(27,000)	--
Consolidated-Bathurst Inc.	67,600(c)	25,600	+164.1
Crown Forest Industries	(8,400)	(14,400)	--
Crown Zellerbach Corp.	76,600	62,700	+22.2

	1984	1983	% Change
Domtar Inc.	80,900(c)	23,700(a)(b)	+241.4
Donohue Inc.	19,600	3,700	+429.7
Great Lakes Forest Products Ltd.	10,100	(8,200)	--
International Paper Co.	193,900	186,200	+4.1
Kimberly-Clark Corp.	172,200(c)	143,000	+20.4
MacMillan Bloedel Ltd.	(4,700)	14,700(c)	--
Southwest Forest Industries	13,124	(9,018)	--
Weyerhaeuser Co.	198,810	134,768	+47.5

(a) including extraordinary loss
(b) restated
(c) including extraordinary gain
( ) loss

October consumption by dailies, all users sets a record

October 1984 was a record month for newsprint consumption by all U.S. users and by U.S. daily newspapers.

All users consumed 1,013,000 metric tons, according to preliminary estimates. That figure is 1.2-percent above the previous record of 1,001,000 tons established in October 1983.

The new all-time high was set even though there were four Sundays in the month, compared with five in October 1983.

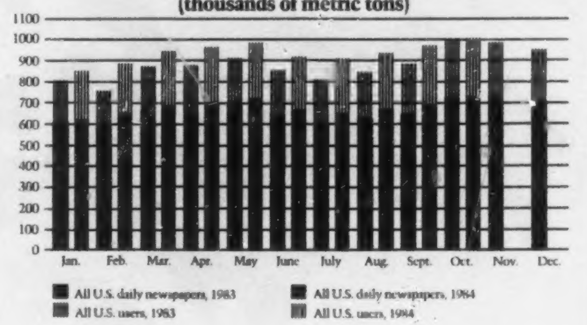
Consumption by U.S. dailies in October 1984 was nearly 736,000 metric tons, about 6,000 tons (0.8 percent) higher than the previous record set in November 1983.

In both categories, October marked the 10th consecutive month of increase compared with 1983 levels. And for the first 10 months combined, 1984 consumption was up 8.6 percent for all users and 5.2 percent for U.S. daily newspapers.

At the end of October 1984, newsprint inventories of ANPA-member newspapers in the statistical sample were estimated to be 44 days—six days higher than at the end of the previous October. Stocks of North American mills were down about 4.2 percent from the previous year's levels.

The October operating rate was 93 percent for both Canadian and U.S. mills.

Estimated newsprint consumption, 1983-84 (thousands of metric tons)



Estimated consumption of all U.S. users

	1984	1983	% Change
August totals	948,000(r)	847,000	+11.9(r)
September totals	968,000	885,000	+9.4
October totals	1,013,000(p)	1,001,000	+1.2(p)
Ten-month totals	9,396,000(p)	8,650,000	+8.6(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	October 1984(p)	October 1983	% Change
Northeast	182,973	186,346	-1.8
North Central	159,587	157,656	+1.2
South	233,282	229,560	+1.6
West	159,901	156,627	+2.1
Circulation size			
up to 25,000	49,001	53,898	-9.1
25,001-100,000	128,993	126,789	+1.7
Over 100,000	557,749	549,502	+1.5
October totals	735,743	730,189	+0.8
Ten-month totals	6,831,925	6,491,985	+5.2
Region	**September 1984(r)**	**September 1983**	**% Change**
Northeast	172,825	162,162	+6.6
North Central	149,955	143,501	+4.5
South	222,025	210,187	+5.6
West	147,841	142,868	+3.5
Circulation size			
up to 25,000	46,126	50,844	-9.3
25,001-100,000	120,328	117,203	+2.7
Over 100,000	526,192	490,671	+7.2
September totals	692,646	658,718	+5.2
Ten-month totals	6,096,182	5,761,796	+5.8

Production

	Canada	U.S.A.	North America
October 1984	792,569	429,985	1,222,554
October 1983	750,113	406,188	1,156,301
Increase	+42,456	+23,797	+66,253
	+5.7%	+5.9%	+5.7%
Ten months 1984	7,503,731	4,222,185	11,725,916
Ten months 1983	7,038,433	3,901,372	10,939,805
Increase	+465,298	+320,813	+786,111
	+6.6%	+8.2%	+7.2%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
August 1984	950,624	43(r)	5(r)
August 1983	848,560	40	6
September 1984	923,466	39	6
September 1983	811,782	36	5
October 1984	907,582	38	6
October 1983	784,896	33	5
Canadian mills			
October 1984	329,427	--	--
October 1983	343,754	--	--
U.S. mills			
October 1984	70,593	--	--
October 1983	115,812	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1984	572,211	99,083	120,666	791,960
October 1983	551,949	84,592	127,365	763,906
Ten months 1984	5,466,309	875,164	1,136,712	7,478,185
Ten months 1983	4,927,935	794,765	1,228,279	6,950,979
Increase or	+538,374	+80,399	-91,567	+527,206
decrease	+10.9%	+10.1%	-7.5%	+7.6%
From U.S. mills				
October 1984	406,279	----	19,570	425,849
October 1983	387,026	----	19,583	406,609
Ten months 1984	4,037,742	----	214,556	4,252,298
Ten months 1983	3,649,705	----	222,264	3,871,969
Increase or	+388,037	----	-7,708	+380,329
decrease	+10.6%	----	-3.5%	+9.8%
From North American mills				
October 1984	978,490	99,083	140,236	1,217,809
October 1983	938,975	84,592	146,948	1,170,515
Ten months 1984	9,504,051	875,164	1,351,268	11,730,483
Ten months 1983	8,577,640	794,765	1,450,543	10,822,948
Increase or	+926,411	+80,399	-99,275	+907,535
decrease	+10.8%	+10.1%	-6.8%	+8.4%

[1] Based on stratified data from ANPA-member newspapers in statistical sample, figures in this and other tables in metric tons.

[2] Represents stocks of ANPA member newspapers in statistical sample
(r) = revised (p) = preliminary

"Our new UNIMAN 4/2 has run beautifully from day one."

Jack Mann, Production Manager
The Telegraph

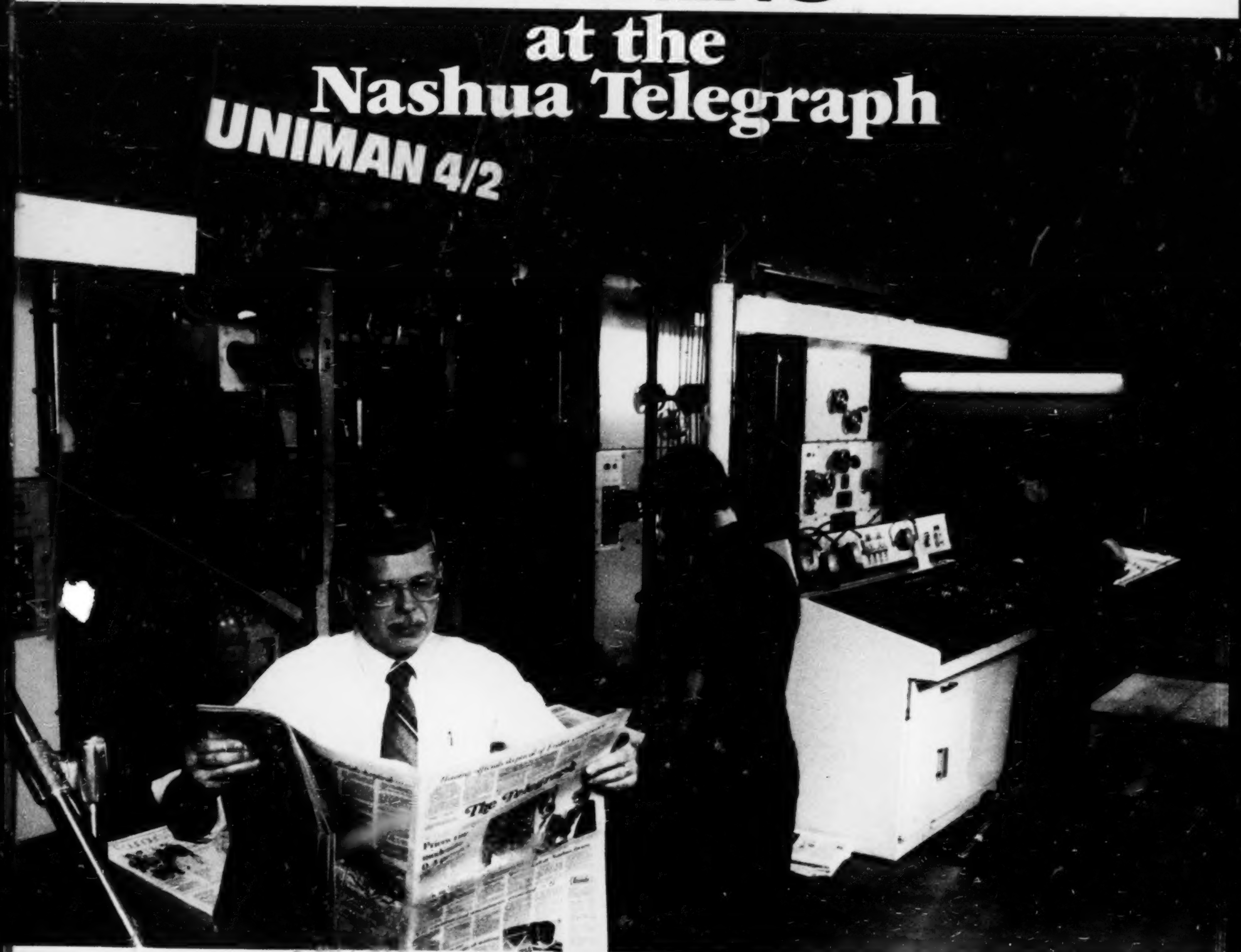
For its size (circulation 30,000), The Telegraph in the Nashua area of New Hampshire may be one of the most progressive papers in the country. Almost every department is thoroughly computerized to achieve maximum productivity. When the paper recently converted from letterpress to offset, it chose M.A.N.-Roland's UNIMAN 4/2 with production performance in mind.

Says production manager Jack Mann, "The folder and the remote inking system with its automatic preset and direct dampening were deciding factors. Usually, we get saleable papers within fifty copies after the ink is turned on."

And Mr. Mann is *very* pleased with the installation crew. "Support from M.A.N. has been excellent," he declared. "They installed the units with shims as thin as a thousandth of an inch to make sure the press was absolutely level. Where else are you going to find that?"

M.A.N.-Roland, a world leader in the manufacturing of printing presses, serves newspapers that demand productivity and quality. For more information on the affordable UNIMAN 4/2 double width or UNIMAN 2/2 single width press, call us at 201-469-6600, or write to M.A.N.-Roland Newspaper Press Division, 333 Cedar Avenue, Middlesex, NJ 08846.

UP AND RUNNING at the Nashua Telegraph



TMC technical needs examined

Some newspapers have shown that the correct blend of new technology and total-market-coverage products can help a newspaper compete effectively against direct-mail firms.

Such efforts were described at the ANPA Technical Symposium on Distribution Systems Oct. 31-Nov. 1 in Chicago.

Also addressed were various marketing issues of distribution.

For the Lexington (Ky.) Herald-Leader, the solution to hardware needs in distribution included purchase of a Goss Metro offset press, a Ferag conveyer and inserting drum and an Avery on-line labeling system, all contained in a new centralized facility, according to Lynn R. Steely, the paper's mailroom superintendent.

The Herald-Leader's TMC solution was a new publication: Bluegrass Today, which is carrier-delivered on Sunday and mailed via third-class on Wednesday.

"We normally zone both preprints and ROP (advertising)," Steely said, "and have had up to 36 different zones on Sunday and 12 to 27 on Wednesday. We regularly zone both TMC packages, (and) some of our zones (are only) several hundred products."

The commitment to the program, Steely said, has held direct-mail competition "to minimum product penetration in our market area."

The Herald-Leader calls its subscriber/non-subscriber database the Circulation Information System, which audits carrier routes daily. The newspaper uses current city directories to supply street address, names and phone numbers, "and other information pertaining to our CIS household information," Steely said. "The post office provides our CIS department with carrier postal schemes, which are their patterns for mail delivery."

The paper periodically hires temporary staffers to validate the existence or nonexistence of households, Steely said. Zoning is determined by census tract.

The Times of Gainesville, Ga., had a different story. It had lost some of its major advertisers to direct mail and had to act to get them back, according to President and Publisher W.V. Harwell Jr. "Advo captured Sears and several department stores, so we were facing a difficult situation," he said of the large direct-mail company known formally as Advo-System.

The first step was to gather needed data—a process bolstered by the Times' printing of USA Today for the Atlanta market. "Because of the (press and mailroom) equipment available to us through the startup of USA Today, we decided to start compiling a non-subscriber list." The list grew to 30,000 names. It now is updated daily.

Other steps included instituting a direct ad sales campaign to recover the advertisers, and redesigning an existing TMC product and insert rate structure.

"In the last two months," Harwell said, "we've recaptured the Sears and (all) department-store accounts from Advo." ☐

Single copies of the following speeches from the ANPA technical symposiums held Oct. 30-Nov. 1 in Chicago are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Pressroom Options II

Remarks by Walter E. Mattson, chairman, ANPA Technical Committee, and president, The New York Times Co.

Press Options—Business Decision Rationale, Louis J. Franconeri, vice president/operations, A.S. Abell Co., Baltimore

Current Technology Status, Thomas Might, vice president/production, The Washington Post

The Pittsburgh Press Experience, Michael D. Williams, production director

Burlington County Times (N.J.) Offset Experience, George E. Botsko, production director

PEC Conversion in San Bernadino, Calif., Jonathan Markey, president and chief executive officer/Gannett Offset, USA Today

Smith Conversion, Los Angeles Times, Charles J. Morrow, director of production

PEC Replacement Unit, Joseph R. Nay, director of operations, Post-Tribune Publishing Inc., Gary, Ind.

M.A.N.-Roland Replacement Unit in Bradenton, Fla., Larry Marbert, director of construction and mechanical systems, Knight-Ridder Newspapers Inc., Miami

Goss Replacement Unit in Joplin, Mo, Jim Hitchman, assistant vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

The Boston Globe Satellite Plant David Stanger, senior vice president and business manager, Globe Newspaper Co.

The Atlanta Decision, Jim Missroon, pressroom general foreman, Atlanta Journal and Constitution

Japanese Press Developments, Hisao Oka, executive managing director, Yomiuri Shimbun, Tokyo

European Press Developments, Thomas H. Garrud, technical director, Harmsworth Publishing Ltd., London

Concluding Discussion and Wrap-up, Louis J. Franconeri

Distribution Systems

Overview, Ronald L. Rickman, vice president/newspapers, Lee Enterprises Inc., Davenport, Iowa

The Direct or Shared Mail Challenge, James W. Hopson, publisher, Middlesex News, Framingham, Mass.

Postal Regulations and Future Concerns, W. Terry Maguire, ANPA vice president/general counsel

How Will Management and Labor Meet the Challenge? Roy W. Anderson, ANPA vice president/human resources

What is a Packaging and Distribution Center?, Charles R. Blevins, vice president/production, Gannett Co. Inc., Rosslyn, Va.

What Equipment is Commercially Available to Meet the Challenge? George Cashau, ANPA director, technical research

Harris 1472, Alfred J. Giguere, director of operations, Capital Newspapers Group, Albany, N.Y.

Ferag, Thomas W. Cooper, production director, Union-Tribune Publishing Co., San Diego

Kansa, Scott C. Schurz, chairman and publisher, Herald-Telephone, Bloomington, Ind.

Muller-Martini, Thomas F. Budd, distribution manager, Southern Connecticut Newspapers Inc., Stamford

Stepper, David B. Regan, general manager, Santa Cruz (Calif.) Sentinel

Subscriber List Management and Distribution, Lynn R. Steely, mailroom superintendent, Lexington (Ky.) Herald-Leader

Large Circulation Newspaper Automated System, Robert M. Crocco, manager/post-press operations, The Baltimore Sun

Medium Circulation Automated Systems, L. John Rothwell, vice president, technical resources, Southam Inc., Toronto

Forecast of Things to Come—Problems to be Addressed, Ronald L. Rickman

To add 'snap' to red spot color, mix yellow with magenta

BY WILLIAM D. RINEHART

Because of the configuration of newspaper presses, a red spot-color ad occasionally must run on the opposite side of the same printing cylinder or immediately adjacent to a page with process color. Under these circumstances, the red spot-color ad is frequently reproduced with the process magenta ink.

The resulting spot color may not be acceptable to an advertiser who requires a red with more "snap" to it. But there is an answer.

A newspaper can use process color and satisfy advertisers by overprinting a combination of process magenta and process yellow, which produces a striking, appealing red.

Preparing and producing the additional yellow spot-color printing plate is relatively simple. The negative for the spot-color ad is first used to make the printing plate for the magenta color.

The yellow plate is made by placing a 60-percent screen over the same negative that is used to make the magenta plate and exposing a second plate.

ANPA tests indicate that a 60-percent yellow tint combined with the magenta produces a highly acceptable spot red. It is, however, also possible to obtain various other shades of red by changing the screen percentages used in producing the yellow plate.

Because both the magenta and black copy negatives for a spot-color ad are usually pre-registered prior to exposure, the yellow plate produced from the same magenta negative should also be in register with the magenta and black plates.

This procedure can also be used for printing red color bars or other types of editorial designs.

The only additional costs involve producing the additional plate and using a relatively small amount of yellow ink.

This method permits the flexibility of running high/low with a spot color and a process page on a collect press run. It also eliminates the need of separating inks on the same cylinder when spot color ads are running adjacent to a process-color page. No additional press capacity is required because the same printing cylinders are used to run the process colors.

In those cases when process color is not being run, however, newspapers should use the AdPro® or Ad-Litho™ spot color specified by the advertiser. □

Rinehart is ANPA vice president/technical.

ANPA seeks used Urbanite unit for research

ANPA is seeking a used Urbanite offset press unit for one of the press lines at The Newspaper Center.

According to George Cashau, ANPA director/technical research, the Association would prefer donation of a black unit, vintage 1968-70, but a loaned unit would also be welcome.

The Technical Research Department would replace the unit's conventional offset ink delivery method with an anilox inking system for experimentation with new inks.

The tests being conducted on anilox offset presses involve using a non-contact dampening systems, or spiral brushes.

"We would like to convert a contact dampening system (press) to an anilox inking system," Cashau said.

Interested parties should contact Cashau at The Newspaper Center in Reston. □

TECHNOLOGY NOTES

- ANPA is offering to license ink manufacturers for the **production of ANPA-INK™**, the non-petroleum-based letterpress ink the Association developed.

Letters to that effect were sent to J.M. Huber, U.S. Printing Ink, Inmont Corp., Flint Ink Corp., the News Ink Division of Sun Chemical Corp. and Reichold Canadian Printing Ink. The licensing fee will be $10 annually.

Relatedly, ANPA applied for a patent on the offset version of the ink.

- Cybertext Corp. will begin marketing **French-language versions** of its front-end systems.

To facilitate marketing both the French and English MicroCOMPOSER versions in Canada, the firm formed a Cybertext/CANADA subsidiary.

- Hastech Inc., a front-end and pagination systems manufacturer, **laid off 46 staffers**.

The firm, which had employed 260 people, said most of the layoffs were made in the manufacturing department, but cuts were also made in other areas.

Hastech attributed the layoffs to a general slowdown in sales and changes in the manufacturing process.

TECHNOLOGY CALENDAR

- The **ANPA Operations Management Conference & Exposition Arrangements Committee** will meet Jan. 10-11 at The Rivergate and the New Orleans Convention Center.
- The **ANPA Technical Committee** will meet Jan. 15-16 at The Newspaper Center in Reston.
- The Computer Technologies Department of Printing Industries of America will hold its first annual **Computer Technologies for the Graphic Arts Conference** Feb. 5-6 at the Fairmont Hotel in New Orleans.

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ITU decries Teamsters 'raids'

While the beleaguered International Typographical Union battled the clock last month in negotiations for a merger agreement with an allied graphic arts union, the rival Teamsters continued attacking the ITU flanks and captured another 400 of its former members.

The actions caused the anger that has been simmering between the two unions to flash into the open in a heated exchange between ITU President Robert S. McMichen and International Brotherhood of Teamsters President Jackie Presser.

The Teamsters won elections conducted by the National Labor Relations Board in December that gave the 1.9-million-member union bargaining rights for the three groups of former ITU members at newspapers in Cleveland and Columbus, Ohio.

But the ITU has blocked the NLRB's certification of the election results by filing charges with the agency alleging Teamster violations of the Taft-Hartley Act prior to the elections.

Before the elections, in a telegram to Presser, McMichen had protested the "raids" on his membership. McMichen urged Presser to instruct his representatives to withdraw the election petitions, which McMichen said were in violation of a verbal "no-raiding" agreement between the two unions.

Presser, however, rejected McMichen's appeal in a three-page letter. "In your telegram," Presser said, "you refer to 'the betterment of our future relationship.' Based upon my personal observation of your activities and your writings, I must seriously question the genuineness of that reference."

The Teamsters president said the telegram was the "first direct contact with me since you became president" last August. "Although you have spent a considerable amount of time in Washington," Presser wrote, "you have never made any effort to meet to continue the cooperative relationship between our unions. Rather, you have spent your time engaging in a deliberate campaign of attacking me, the Teamsters union and any ITU member who supports the Teamster merger/affiliation agreement."

"Rather than sending me self-serving telegrams," Presser wrote, "you would better serve the membership of the ITU by engaging in honest dialogue and by ceasing the barrage of inaccurate information and distorted propaganda."

The Nov. 29 issue of the ITU Review, distributed from the president's office, said Presser's reply was "only a personal attack on McMichen and did not address the issue."

McMichen, who was unavailable for comment on the letter, had been in Washington attempting to devise a merger document between his union and the Graphic Communications International Union. If no ITU-GCIU agreement is sealed by Jan. 8, the ITU is directed by recent convention action to submit the Teamsters merger proposal to a membership vote.

GCIU President Kenneth J. Brown was to meet with McMichen again in late December at ITU headquarters in Colorado Springs. Even if an agreement is secured before the Jan. 8 deadline, it must be approved by the GCIU board, and union sources said a vote by both unions' memberships on the document could not be expected until March.

Although both Brown and McMichen have refused to comment on the progress of the merger talks, the ITU Review quoted McMichen as saying, "There's no issue we've encountered so far that has proven to be a real stumbling block. And we've discussed many of the most difficult ones."

According to the Review, McMichen said that the biggest problem the ITU has had to confront in the discussions thus far has been "the cloud cast over ITU's membership by Teamster raiding efforts."

In the NLRB elections, mailers at The Plain Dealer in Cleveland voted 122-9 in favor of the Teamsters, mailers at The Dispatch Printing Co. in Columbus voted 117-4 for the Teamsters, and composing room employees at The Plain Dealer went 100-16, Teamsters.

The ITU, however, has taken steps in an attempt to protect its interests in Cleveland. In addition to filing charges with the NLRB, the ITU has asked the U.S. District Court in Cleveland to enforce its trusteeship of Cleveland Mailers Union No. 12, the mailers' unit at The Plain Dealer that voted for the Teamsters [presstime, Dec. 1984, p. 50].

Another NLRB election was scheduled for Dec. 21 at The New Haven (Conn.) Register and Journal-Courier where composing room employees filed a petition to decertify the ITU as their bargaining agent. The ITU has denounced the petition as another Teamsters raid.

One ITU local beat back a similar Teamster effort.

In Toronto, ITU-represented employees at Ontario Banknote Ltd. voted 34-12 to keep the ITU as their union. Before the election, which was supervised by the Ontario Labor Relations Board, the Teamsters had signed up more than half of the workers. "We turned it around," said Douglas W. Grey, president of Typographical Union No. 91.

—Clark Newsom

NLRB elections

Austin (Texas) American-Statesman, ITU: Composing, camera and platemaking employees voted 39-34 against continued representation by Typographical Union No. 138.

(NLRB Case No. 23-RD-527)

Belleville (Ill.) News-Democrat, GCIU: Pressroom employees voted 5-4 in favor of continued representation by St. Louis Local 38 of the Graphic Communications International Union.

(NLRB Case No. 14-RD-955)

Belleville News-Democrat, IBT: Truck drivers voted 15-0 against continued representation by Local 50 of the International Brotherhood of Teamsters.

(NLRB Case No. 14-RD-1013)

Evansville (Ind.) Courier and Press, ITU: Maintenance employees voted 19-8 against representation by Typographical Union No. 35.

(NLRB Case No. 25-RC-8070)

Hartford Courant, IBT: Transportation department employees voted 55-19 against representation by Local 559 of the Teamsters.

(NLRB Case No. 39-RC-545)

La Opinion, Los Angeles, IBT: Editorial employees voted 15-15 against representation by Local 986 of Teamsters.

(NLRB Case No. 21-RC-17390)

Long-running discharge case still unresolved

The National Labor Relations Board recently issued its third decision in a case involving the 1978 discharge of two pressmen at the San Francisco Newspaper Agency.

The decision clarifies the circumstances under which their union is liable for back pay for not properly representing them at the time of their discharge.

In its first decision, issued in 1980, the board had absolved Web Pressmen and Platemakers' Union No. 4, which is affiliated with the Graphic Communications International Union, of a complaint that it had inadequately represented pressmen Gil Fowler and Michael Tenorio in handling their grievance.

But that decision was overturned on the two pressmen's appeal to the 9th U.S. Circuit Court of Appeals.

In 1983, on remand from that court, the board issued a second order directing the union to request the company—which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—to reinstate Fowler and Tenorio.

The order specified that if the company refused to reinstate the two men, then the union should pursue the grievance procedures of the labor agreement.

However, the board said if it was not possible to arbitrate the grievance "due to considerations of timeliness," then the union must pay Fowler and Tenorio for any lost wages [**presstime**, Oct. 1983, p. 36].

In its latest decision, the board said it was faced with a situation where there is "uncertainty" whether the grievance could be processed to arbitration. The board said its second order raised the question of whether the union would still be liable for back pay if it could not arbitrate the grievance due to some reason other than timeliness.

The board said that "on further consideration," it could find no basis for making the union's back-pay liability contingent solely on the union's inability to pursue the grievance because of timeliness. Rather, if the union is unable to obtain further consideration of the grievance "for any procedural or substantive reason," the union is liable for back pay to the two men.

(San Francisco Web Pressmen and Platemakers' Union No. 4 and Fowler, 272 NLRB No. 138) □

NLRB again orders Guild to delete resignation proviso

Restrictions on resignations from The Newspaper Guild as set forth in the union's constitution have again been found invalid by the NLRB.

In a case involving the St. Louis Post-Dispatch, Guild Local 47 fined 10 employees who had resigned from the union, crossed picket lines and reported for work during a 1978 pressmen's strike. The board sustained the 1981 decision of an administrative law judge who found the union's discipline of the employees was illegal [**presstime**, May 1981, p. 44].

The NLRB has issued similar rulings in other recent cases involving the New York Daily News and The New York Times [**presstime**, Dec. 1984, p. 51].

Before issuing its decisions in the newspaper cases, the board ruled in a case involving the International Association of Machinists and Aerospace Workers that any restrictions placed by a union on its members' right to resign are illegal under the Taft-Hartley Act. The IAM case is being appealed to a federal court.

The Guild's constitution prohibits resignations during a strike "or at a time when a strike or lockout appears imminent." It also provides that members may be disciplined for working during a strike by another union if the strike is endorsed by the Guild.

In the St. Louis case, the Guild was ordered to rescind the fines, which ranged from $170 to $1,602, and expunge the unlawful resignation provision from its constitution.

The Guild also was ordered to post a notice to its members and to the newspaper's employees stating that it will not "restrain or coerce" employees who resign from the union.

A Guild attorney said the union would not take any action on the order until the issue is resolved by the U.S. Supreme Court.

(St. Louis Newspaper Guild and The Pulitzer Publishing Co., 272 NLRB No. 193) □

Reagan fills vacancy at EEOC

President Reagan gave a recess appointment to Rosalie Gaull Silberman to fill a Republican vacancy on the five-member Equal Employment Opportunity Commission. She was sworn in Dec. 3.

Silberman, a former press secretary to Sen. Bob Packwood (R-Ore.), had been nominated last August, but the nomination died when Congress adjourned last year. She will serve for a term ending July 1, 1985 [**presstime**, Sept. 1984, p. 46].

The EEOC is responsible for enforcing Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967 and the Equal Pay Act of 1963. □

Recent contract settlements

Baltimore Sun, Guild: Three-year agreement covering editorial and commercial employees; retroactive to June 10, 1984.

Buffalo News, GCIU: Three-year agreement covering photoengravers; retroactive to Aug. 22, 1984.

Denver Post, GCIU: Three-year agreement covering pressroom employees; retroactive to May 1, 1984.

Rocky Mountain News, Denver, GCIU: Three-year agreement covering pressroom employees; retroactive to May 1, 1984.

Rocky Mountain News, ITU: Three-year agreement covering composing room employees; retroactive to April 1, 1984.

Rocky Mountain News, Teamsters: Three-year agreement covering truck drivers; retroactive to Oct. 1, 1984.

Edmonton (Alberta) Journal, GCIU: Three-year agreement covering pressroom employees; retroactive to May 27, 1984.

Indianapolis Star and News, ITU: Two-year agreement covering composing room employees; retroactive to Oct. 1, 1983.

(Details in January 1985 ANPA Labor & Personnel Relations Letter.)

Arbiter reinstates recovering alcoholic

An arbitrator has ruled that a Pittsburgh Press advertising salesman with a history of alcoholism was unjustly fired.

Arbitrator Stanley H. Sergent Jr. said, however, that the grievant must accept blame for incidents that led to his May 4, 1984, discharge, and back pay was not awarded.

Sergent granted reinstatement on the condition that the man's future job performance is satisfactory. Also, the arbiter said, "in the event the grievant ever resumes the use of alcohol, that fact alone shall constitute just cause for the termination of his employment."

The grievant, represented by Typographical Union No. 7, was hired Aug. 31, 1981. In late 1982, Sergent noted, the man's work began to deteriorate, and he received warnings on several occasions.

A year ago, a new supervisor became concerned about the saleman's work and met with him in an effort to identify problem areas. On one occasion, Sergent noted, the supervisor and grievant visited 23 customers, and none was aware that the grievant was the sales representative in their area.

Last February, at the urging of a fellow employee who is a member of Alcoholics Anonymous, the man was admitted to a hospital under the company's group insurance program. He was treated for alcoholic detoxification and rehabilitation.

The man completed the requisite 28-day treatment program and enrolled in an aftercare plan. During the arbitration proceeding, he testified that he has abstained from alcohol since his hospitalization.

Arbitrator Sergent noted that at an April 6 management meeting—about two weeks after the grievant returned to work as a salesman—a decision was made to give him 30 days to improve his performance; if he failed to improve, he would be suspended indefinitely pending discharge.

The man was unaware of this meeting until after a subsequent decision to discharge him was made in early May.

At issue, Sergent said, was whether the grievant's chronic alcohol problem was a mitigating factor that should be taken into account in either modifying or vacating the discharge.

There was no doubt, the arbiter said, that the grievant's job performance was "abysmally inadequate" and that it steadily declined during his last year of employment.

"Furthermore," he said, "it is equally clear that repeated efforts on the part of management to improve the grievant's performance by means of counseling, reprimands and personal on-the-job assistance proved to be of no avail."

Sergent said he "usually" subscribes to the view adopted by many arbitrators that where proof of an employee's misconduct has been established, an arbitrator should not substitute his or her judgment for that of management with regard to the appropriate penalty. However, he added, there were several reasons for a departure from that philosophy in the grievant's case:

- The grievant had received an unwarranted written reprimand for allegedly walking off the job without prior notice on the day he entered the hospital; that reprimand was "apparently" afforded substantial weight by management in the discharge decision.
- The company admittedly recognized alcoholism as a disease and had knowledge that he suffered from it. "Moreover," Sergent noted, "the company witnesses (in the arbitration proceeding) indicated that 'sick' employees are not terminated when their illness interferes with their ability to work."
- The decision to discharge the man unless his performance improved markedly was not communicated to the grievant until after the fact.

Sergent noted that no one in management counseled the grievant or conferred with him about the results of his treatment and his progress. "It seems that everyone simply gave up on an employee who was at least potentially salvageable."

Under the circumstances, Sergent said, the salesman was entitled to "one final chance." ☐

Additional arbitration awards

Chicago Newspaper Publishers Association, ITU: John H. Abernathy ruled that keyboarding work on video display terminals performed by non-union editorial and classified advertising personnel at the Chicago Tribune did not violate the union's work jurisdiction.

Houston Post, GCIU: Howard F. LeBaron sustained the union's position in a holiday pay dispute.

Linton (Ind.) Daily Citizen, ITU: Marshall J. Seidman upheld a two-day suspension given a printer for refusing to obey orders of the foreman.

New York Post, Guild: Monroe Berkowitz found the company violated the labor agreement by failing to "upgrade" two employees in the publications department to a higher pay classification.

New York Post, Guild: John E. Sands upheld the company's right to schedule employees' compensatory time off unilaterally.

New York Times, Guild: James V. Altieri ruled that the company did not violate the labor agreement by refusing to rehire a computer operator who had resigned.

Pittsburgh Press, ITU: Theodore K. High found that the company violated the labor agreement by suspending a machinist for 30 days.

San Jose (Calif.) Mercury News, ITU: William Eaton, ruling on four grievances over the hiring of substitutes, upheld the company on two and the union on two.

Seattle Times, Teamsters: Zane Lumbley found the company violated the labor agreement by assigning insertion work to employees represented by another union.

Vancouver (British Columbia) Province and Sun, ITU: Donald R. Munroe ruled that 13 substitutes were entitled to holiday pay but that one was not.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope found that employees absent from work while engaged in collective bargaining are not entitled to wages for the time spent in such activity.

Washington Post, Guild: Nicholas H. Zumas converted to a 10-month disciplinary suspension the discharge of a messenger/driver for poor job performance.

Washington Post, ITU: Marcel Mallet-Prevost found the company improperly gave a written warning to a printer suspected of sabotaging an ad.

Washington Post, ITU: Jacob Seidenberg directed the company to allow a legally blind printer, who had been barred from work for safety concerns since Feb. 21, 1984, to return to work with back pay.

Winnipeg (Manitoba) Free Press, ITU: D.E. Bowman ruled that the company violated the labor agreement by failing to recall a laid off composing room employee.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Speeches

Reginald Stuart

John M. Fedders

Claudia M. James

Henry R. Kaufman

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

How Will the Press Fare During the Next Four Years?

Arthur Ochs Sulzberger, chairman, The New York Times Co., and publisher, The New York Times. Yale Daily News annual banquet, New Haven, Conn., Nov. 9.

Blueprint to Achieve a Minority Presence in Newsrooms

Reginald Stuart, Washington correspondent, The New York Times, The Society of Professional Journalists, Sigma Delta Chi, 75th anniversary observance, DePauw University, Greencastle, Ind., Nov. 16.

Press Ethics on Trial

Jack C. Landau, director, Reporters Committee for Freedom of the Press; Cynthia L. Skrzycki, associate business editor, U.S. News and World Report; John M. Fedders, director of enforcement, U.S. Securities and Exchange Commission; Milton V. Freeman, partner, Arnold & Porter; and Louis M. Kohlmeier, director, National Center for Business and Economic Communication, all of Washington, D.C. Transcript of seminar sponsored by the National Center for Business and Economic Communication and the American University School of Communication, Washington, D.C., Oct. 22.

Cartoonists and Their Clients

Garry Trudeau, creator of "Doonesbury." Associated Press Managing Editors Association annual convention, Miami, Nov. 27.

VDT Legislation: An Update

Claudia M. James, ANPA counsel, Reston, Va. ANPA Safety and Health Symposium, Chicago, Oct. 12.

How News People Look at Proposals for a 'New World Information Order'

Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Wingspread Symposium, sponsored by the University of Wisconsin and the International Press Institute, Racine, Oct. 8.

Concerns About Media-Sponsored Polls

Burns W. Roper, chairman, The Roper Organization Inc., New York City, and Robert M. Teeter, president, Market Opinion Research, Detroit. Newspaper Research Council fall conference, Des Moines, Oct. 22.

Advertising in the Year 2000

Jane Zenaty, director of media research, Leo Burnett Co. Inc.; Larry Lamattina, executive vice president/media and network programming, SSC&B: Lintas Worldwide; Richard Butler, media director, Lever Brothers Co.; Lester Wunderman, executive vice president, Young & Rubicam Inc.; and Michael Becker, executive vice president, vice chairman and chief creative officer, Ted Bates Advertising, all of New York City. American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers joint presentation to the Federal Trade Commission, Washington, D.C., Oct. 24.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Oct. 14-17:

Problems Contributing to Today's Libel Crisis

Eugene L. Roberts Jr., senior vice president and executive editor, The Philadelphia Inquirer

Libel Horror Stories

Steve Lovelady, assistant executive editor, The Philadelphia Inquirer

Positive and Negative Developments in the Libel Field and the Effects on the Media

Henry R. Kaufman, general counsel, Libel Defense Resource Center, New York

(Speeches from the Oct. 30-Nov. 1 ANPA Pressroom Options II Symposium and ANPA Distribution Systems Symposium in Chicago are listed on p. 60.)

Florida dailies disagree on who's the 'best'

What's the best newspaper in Florida? Several may claim the honor, but at least two dailies trumpet it every day on their front pages.

Since 1965, the year after it won its first Pulitzer Prize, the St. Petersburg Times has carried the motto "Florida's Best Newspaper" below the nameplate on page one.

In 1983, in the same spot on its front page, The Orlando Sentinel began carrying the slogan "The best newspaper in Florida."

"The idea is to be that," said Sentinel Editor C. David Burgin. "It's really worked. . . . It's given us something to rally around." He said a survey of company employees showed more than 80 percent of them liked it.

"It's a statement of commitment from us," added Hartwell B. Conklin, the Sentinel's public relations manager. "We are committed to be the best."

Michael F. Foley, managing editor of the St. Petersburg Times, quoted a comment made in 1983 by Neil Skene, editor of the Evening Independent in St. Petersburg, when Skene was the Times' bureau chief in Tallahassee: "It occurs to me the St. Petersburg Times is the state's first 'best' newspaper, so The Orlando Sentinel must be the state's second-'best' newspaper."

The Orlando Sentinel is in the Chicago-based Tribune Co. group. For years that company's flagship paper, the Chicago Tribune, carried the slogan "World's Greatest Newspaper" on its front page; even the call letters for the company's WGN radio and TV stations were derived from it.

The Chicago Tribune dropped that slogan Jan. 1, 1977. Tribune Editor James D. Squires, who was editor of The Orlando Sentinel before "The best newspaper in Florida" slogan went on page one, said slogans can create problems of credibility. "I think it's better to let the readers decide," he said. ☐

UPI technicians settle

Technical workers at United Press International voted 23-11 to approve a new labor agreement that calls for 16 layoffs according to seniority.

The union had rejected by a 22-18 vote an earlier contract proposal in which seniority was not considered in layoffs [presstime, Dec. 1984, p. 51]. ☐

Register seeks bids after rejecting 3 initial offers

The Des Moines Register and Tribune Co. board has rejected three offers to buy the firm and formally opened the bidding to high-quality newspaper companies.

David Kruidenier, chairman of the closely-held company, said he hopes a sale will be concluded by the board's meeting Jan. 31. At its meeting Dec. 10, the board rejected offers of $112 million by Dow Jones & Co. of New York City, an undisclosed bid by Ingersoll Publications Co. of Sharon, Conn., and $156 million by Ackerley Communications Inc. of Seattle.

Kruidenier said there is family pressure to sell, providing the company can find a buyer to maintain the characteristics of the Des Moines Register—the company's principal property. The board rejected the three previous offers as inadequate, Kruidenier said [presstime, Dec. 1984, p. 58]. ☐

Changes in command

The **Associated Press Managing Editors Association,** at its annual convention in Miami Nov. 27-30, elected the following new officers:

- *President*—Michael J. Davies, The Hartford Courant
- *Vice President*—James F. Daubel, The News-Messenger, Fremont, Ohio
- *Secretary*—Robert E. Rhodes, Corpus Christi (Texas) Caller-Times
- *Treasurer*—Jenkin L. Jones Jr., The Tulsa (Okla.) Tribune

The **Inter American Press Association,** at its General Assembly Oct. 29-Nov. 1 in Los Angeles, elected the following new officers:

President—Maximo Gainza, La Prensa, Buenos Aires, Argentina

First Vice President—Edward H. Harte, Corpus Christi Caller-Times, Corpus Christi, Texas

Second Vice President—Alejandro Miro Quesada, El Comercio, Lima, Peru ☐

Mutual Insurance announces key managerial changes

The Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, which provides libel and strike insurance to ANPA-member newspapers, has made several management changes.

Richard D. Spurling, who has served as vice president of the company for several years, has been named president. He succeeds Ernest Vesey, who had served as interim president for the past year.

Paul L. O'Brien has been appointed the company's new U.S. general counsel and a director, effective Jan. 1. He is responsible for all legal aspects of the insurance programs in the United States and Canada. O'Brien had previously served as the company's U.S. associate general counsel.

Arthur B. Hanson was named general counsel emeritus. Hanson had served as Mutual's U.S. general counsel since the company was formed in Bermuda in 1961. He continues to serve as a director of the firm.

O'Brien, like Hanson, is a member of the Washington, D.C., law firm of Hanson, O'Brien, Birney & Butler. ☐

Correction

An article on newspaper marketing in the December issue (pp. 20-21) incorrectly cited The Union-Recorder of Milledgeville, Ga., as an example of the marketing strategy of starting a new newspaper. The example should have cited the Clearwater (Fla.) Times, started by the St. Petersburg Times. **Presstime** regrets the error. ☐

Recent acquisitions

Worrell Newspapers Inc. of Charlottesville, Va., is acquiring the Bluefield (W.Va.) Daily Telegraph, circulation 27,466.

Chalfant Press Inc. of Bishop, Calif., is acquiring the Sierra Daily News (Bishop, Calif.), circulation 5,135.

Ingersoll Publications Co. of Lakeville, Conn., acquired The Woonsocket (R.I.) Call and Evening Reporter, daily circulation 31,075.

Park Communications Inc. of Ithaca, N.Y., acquired The Evening News of Jeffersonville, Ind., daily circulation 17,669. ☐

ANPA Calendar

JANUARY

Meeting of the Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association
International Club, Washington, D.C., Jan. 3

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 7-11

ANPA Convention Arrangements Committee meeting
Fontainebleau Hilton Hotel, Miami Beach, Jan. 9

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Hilton Riverside and Towers, New Orleans, Jan. 10-11

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 10-12

ANPA Human Resources Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11

Supervisory Development Workshop, sponsored by ANPA and the Texas Daily Newspaper Association
Ramada Hotel Dallas, Jan. 11-12

ANPA Management Development Workshop
Ramada Hotel Dallas, Jan. 14-18

ANPA Technical Committee meetings
The Newspaper Center, Reston, Va., Jan. 15-16

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Jan. 21-25

FEBRUARY

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 4-6

Leadership in the Newsroom Workshop, sponsored by ANPA, ASNE and APME
Cathedral Hill Hotel, San Francisco, Feb. 4-6

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Hotel, Tucson, Feb. 7-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 11-15

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Feb. 12-13

Minorities in the Newspaper Business Conference, sponsored by ANPA Foundation and ASNE
USA Today and the Key Bridge Marriott, Rosslyn, Va., Feb. 12-13

Newspaper Executives Marketing Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 17-22

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Hotel Royal Plaza, Lake Buena Vista, Fla., Feb. 18-20

Profiling Newspaper Personnel Management Workshop, sponsored by ANPA and NPRA
Marriott Hotel Downtown, Chicago, Feb. 24-27

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 25-March 1

MARCH

ANPA Management Development Workshop
Holiday Inn Lake Shore, Chicago, March 4-8

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA

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$10.9-million budget set

ANPA's Board of Directors, meeting in New York City last month, adopted a 1985 Association budget of $10.9 million that will provide continuing work and emphasis on technical, training, legal, government-relations, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $11.2 million, with the surplus going to reserves and capital expenditures. The expense figure represents a 10.2-percent increase over the 1984 budget; the revenues, a 10.6-percent increase.

Postal affairs, both second- and third-class, will continue to receive priority status in 1985 with some $500,000 earmarked for such work. **Presstime** will continue monthly at about its current number of pages. Three new technical publications will be produced—a new Color Ink Book, a Color Artwork Materials Technical Manual and an Advertising Specifications Manual.

The ANPA staff will increase to 150 full-time personnel with the addition of two people in the Government Affairs Department. This will make it possible for the Association to increase monitoring, assessment and reporting to ANPA members and to state press associations on legal, legislative and business developments in the states which affect the newspaper business and which could be part of broader trends.

Also during the Dec. 6-7 meeting, ANPA Foundation Trustees approved a budget of $553,350 for Foundation projects in 1985.

The budget will support increased attention to minorities in the newspaper business through an expanded ANPA Foundation Minority Fellowship Program and funding assistance for minority efforts of the American Society of Newspaper Editors and the Institute for Journalism Education. In addition, the Foundation's annual Conference for Professional Support of Journalism Education will be shifted to concentrate on minorities in the newspaper business and in journalism education.

A seminar on teaching media economics and management will be a feature of the Foundation's journalism education activities in 1985. In addition, the Foundation will increase its contribution to the Accrediting Council on Education in Journalism and Mass Communications.

However, during the year, the Newspaper in Education Program will remain the Foundation's central focus. New NIE projects will include a study incorporating all significant NIE research and a seminar to give professors of education NIE teaching techniques to pass along to their students. National NIE Week, cosponsored by the Foundation and the International Reading Association, will continue its rapid growth of the last two years when it is observed March 4-8.

The Foundation also will work with the American Bar Association and several other national organizations to celebrate the 250th anniversary of the John Peter Zenger trial next fall. And the World Press Freedom Committee, the Reporters Commitee for Freedom of the Press, and the First Amendment Congress will continue to receive support from the Foundation under its "right-to-know" mission. ☐

Miami Beach Convention will focus on Latin America

Rev. Billy Graham

The Rev. Billy Graham will be among the speakers at the 99th Annual ANPA Convention in Miami Beach May 6-8.

The Convention will be at the Fontainebleau Hilton. Registration information will be mailed this month.

Taking advantage of the Convention's South Florida location, the Convention Arrangements Committee is planning "a very exciting program with a strong focus on Latin America," said Chairman Richard G. Capen Jr., chairman and publisher of The Miami Herald.

"We are planning to arrange the schedule so that the ANPA participants will have an opportunity to enjoy the area some of the afternoons," Capen added. The tentative schedule calls for afternoon sessions on only one of the three Convention days.

Although many aspects of the program are still being put together, some speakers and session topics have been determined.

One of the speakers at the ANPA Keynote Breakfast on opening day will be Donald G. Goldstrom, chairman of the Audit Bureau of Circulations. Goldstrom is vice president and director of the Advertising and Marketing Services Department of Armstrong Worldwide Industries Inc.

The Associated Press meeting, also on the first day, will feature a presentation on press arrogance and credibility.

Graham will address the ANPA General Session Breakfast on the second day.

Also that morning will be the ANPA Annual Business Meeting and a General Session on Latin America.

Topical clinics on newspaper subjects are scheduled for that afternoon.

The third day will feature general sessions on libel, privacy and insurance, and on marketing and advertising. The latter program will be presented by the Newspaper Advertising Bureau.

Composer-conductor Henry Mancini will perform at the annual ANPA dinner-dance May 7.

As a result of comments received on the annual post-Convention questionnaire, prices for meal functions will be less than in 1984 and the fare will be lighter, according to Thomas C. Fichter, ANPA senior vice president and deputy general manager, who serves as staff coordinator for the Convention.

"I believe the combination of Miami Beach and the program, coupled with the convenient and comfortable facilities of the Fontainebleau hotel, will make this one of ANPA's best-ever Conventions," Fichter said.

Several optional pre- and post-Convention tours are planned. Details will be included in the registration mailing. ☐

Correction

A photo cutline in the December issue had the identifications of Jerry W. Friedheim of ANPA and Fred Jenkin of Royal Zenith Corp. reversed. **Presstime** regrets the error. ☐

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